

# Privacy Policy

**Note: Iowa Girls State is a subsidiary organization of the American Legion Auxiliary, Department of Iowa, and follows its privacy policy.**

## 1. Introduction

This Privacy Policy explains how the American Legion Auxiliary, Department of Iowa collects, uses, shares and safeguards Personal Data and Non-Personal Data on [www.iowaala.org](http://www.iowaala.org), mobile websites, microsites, mobile applications, American Legion Auxiliary, Department of Iowa profiles on American Legion Auxiliary, Department of Iowa social media sites and any other digital services and platforms officially operated or used by the American Legion Auxiliary, Department of Iowa from time to time ("Sites"), as well as by phone or by paper.

## 1. Changes to the Privacy Policy

As the American Legion Auxiliary, Department of Iowa, its membership, products and services change from time to time, this Privacy Policy is expected to change as well. We reserve the right to amend the Privacy Policy at any time, for any reason. The date of the last revision to the Privacy Policy will be indicated by the "Effective Date" at the bottom of this page.

### III. Types of Data We Collect

#### Personal Data

We collect information (whether online, by phone, or by paper) that enables the American Legion Auxiliary, Department of Iowa to identify or contact you to carry out its business purposes. American Legion Auxiliary, Department of Iowa Sites collect this information for a variety of business reasons, including but not limited to, applying for membership, registering for an American Legion Auxiliary, Department of Iowa event or program, purchasing American Legion Auxiliary, Department of Iowa products or services, or otherwise interacting with the American Legion Auxiliary, Department of Iowa.

The types of Personal Data we collect include, but are not limited to:

- General data (e.g., names, dates of birth, home and business addresses, email addresses, Internet protocol addresses (IP addresses) and mobile/landline business/personal telephone numbers that are provided by our members/customers)
- Other identification information (e.g., photographs)
- Financial information (e.g., credit and debit card numbers, credit reports, passwords and PIN numbers) for product sales or employment purposes

#### Non-Personal Data

We collect information (whether online, by phone, or by paper) that does not directly identify you as you interact with our Sites ("Non-Personal Data"). The types of Non-Personal Data we collect includes, but is not limited to

- Your computer's IP address, browser type, and browser version
- Pages of our Service that you visit
- Time and date of your visit

- Time spent on those pages
- Unique device identifiers
- Other diagnostic data.

#### 1. **How We Use Your Data**

In addition to the uses described above, we use your Personal Data, sometimes combined with Non-Personal Data, in a variety of ways in order to:

##### Personal Data

- Identify you when you visit our Sites
- Provide service communications such as bill reminders, order confirmations, program registrations and customer service messages
- Provide products, information and services you request or that we think you may be interested in
- Respond to your emails or online requests for products, services, or information
- Deliver and process surveys
- Personalize and improve the usability of the Sites
- Fulfill and/or deliver American Legion Auxiliary, Department of Iowa products and services
- Tailor content, advertising and marketing to you

##### Non-Personal Data

We use Non-Personal Data to improve the usability of our Sites and for other business reasons. We do not provide Personal Data to third parties with whom we share your Non-Personal Data. Please note that, when you select a link that takes you to sites not operated by the American Legion Auxiliary, Department of Iowa, you may be subject to the privacy policies of these third-party sites.

#### 1. **How We Share Your Data**

We share your Personal Data, sometimes combined with Non-Personal Data, in a variety of ways including, but not limited to the below:

- Share data with third parties to fulfill service requests and to perform business functions (e.g., the American Legion Auxiliary, Department of Iowa contracts with third parties to provide services on our behalf such as data hosting services; packaging, mailing and delivering services; customer support and consulting services; and event registration services).
- Share data with third parties as required by law or to protect the American Legion Auxiliary, Department of Iowa in the good-faith belief that such action is necessary to: (a) conform to legal requirements or comply with legal process served on the American Legion Auxiliary, Department of Iowa; (b) protect and defend the American Legion Auxiliary, Department of

Iowa's rights or property; or (c) protect the personal safety of American Legion Auxiliary, Department of Iowa personnel or members of the public in appropriate circumstances.

- Share data with third parties to offer you products and services that may be of interest to you professionally or personally. These third parties may include social media sites such as Facebook, LinkedIn, Twitter and others. Users can request their information to be removed from such lists by contacting us, as set forth in the "Contact Information" section below.
- Share data with third parties under other unanticipated situations, but only with your consent.
- Share your email address as follows:  
Your email address will be used only by American Legion Auxiliary, Department of Iowa, its entities and American Legion Auxiliary, Department of Iowa performing member services, or offering products on American Legion Auxiliary, Department of Iowa's behalf. American Legion Auxiliary, Department of Iowa does not sell or rent email addresses to anyone outside the American Legion Auxiliary, Department of Iowa, nor does the American Legion Auxiliary, Department of Iowa share email addresses to unrelated third-parties, affiliates, or American Legion Auxiliary, Department of Iowa members. Please understand, however, that in such cases, your email address may be visible to others who have interest in the American Legion Auxiliary, Department of Iowa events, as well as the public through American Legion Auxiliary, Department of Iowa publications. Finally, the American Legion Auxiliary, Department of Iowa, shares email addresses with third parties as necessary for the American Legion Auxiliary, Department of Iowa to perform certain services on your behalf, such as packaging, mailing and delivering products and processing event registrations and to respond to your service requests.

#### 1. **How You Can Manage the Processing of Your Data**

You can manage your profile and email preferences, including "opting out" of email by contacting us using the information in the "Contact Information" section below. If you prefer to receive hard copy mailings only from the American Legion Auxiliary, Department of Iowa, you can contact us and request to have your name and address removed from the list we provide to third parties. For California residents, please consult the "California Privacy Rights" section for additional considerations.

Our processing of your data is based upon your consent, contract performance (e.g., your purchase of products or membership sign-up/renewal), legitimate business interest (e.g., direct marketing of goods and services), or compliance with law. You have the right to object to our processing of your data or to restrict our processing of your data. In addition, if you have consented to the processing of your Personal Data, you have the right to withdraw your consent at any time.

#### **VII. California Privacy Rights**

In addition to the rights as explained in this Privacy Policy, under California's "Shine the Light" law, California residents who provide personal information (as defined in the statute) to obtain products or services for personal, family, or household use are entitled to request and obtain from us, once a calendar year, information about the personal information we shared, if any, with other businesses for marketing uses. If applicable, this information would include the categories of personal information and the names and addresses of those businesses with which we shared such personal information for the immediately prior

calendar year (e.g., requests made in the current year will receive information about the prior year). To obtain this information please write to us at: American Legion Auxiliary, Department of Iowa RE: — California Privacy Law 720 Lyon Street Des Moines, IA 50309. Please include your full name and address and American Legion Auxiliary, Department of Iowa Member Number, if applicable.

#### **VIII. Canada Anti-Spam Law**

The American Legion Auxiliary, Department of Iowa complies with the Canada Anti-Spam Law. American Legion Auxiliary, Department of Iowa members or associates who provide us a Canadian mailing address will not receive unauthorized Commercial Electronic Messages (as defined under the Canada Anti-Spam Law) unless these individuals have “opted-in” to receive Commercial Electronic Messages.

#### **1. Children**

We do not knowingly collect Personal Data from or market to children under the age of 13.

#### **1. How We Protect Personal Data**

The American Legion Auxiliary, Department of Iowa implements commercially reasonable security measures to help protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of data.

Unfortunately, no data transmission over the Internet or electronic storage is fully secure. Accordingly, and despite our reasonable efforts to protect your Personal Data from unauthorized access, use, or disclosure, the American Legion Auxiliary, Department of Iowa cannot guarantee or warrant the security of the Personal Data you transmit to us, or to or from our online Sites. If you have questions about this Privacy Policy, please contact us.

#### **1. Linking to Other Internet Sites**

You should be aware that other Internet sites that are linked from the Sites or from an American Legion Auxiliary, Department of Iowa email message may contain privacy provisions that differ from the provisions of this Privacy Policy. To ensure your privacy is protected, we recommend that you review the privacy statements of these other linked sites, applications, or other digital platforms.

#### **XII. How You Can Access, Change and Delete Your Personal Data**

We rely on you to update and correct your Personal Data. If you are a user of our Sites, subscriber to American Legion Auxiliary, Department of Iowa publications, purchaser of American Legion Auxiliary, Department of Iowa products and services, or an American Legion Auxiliary, Department of Iowa member, you can review, update and correct your information directly on the National American Legion Auxiliary site

(<https://www.alaforveterans.org/Members/>) or by contacting us using the information in the “Contact Information” section below. Typically, we retain your Personal Data for the period necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. This may include retaining your Personal Data indefinitely, even after you are no longer an American Legion Auxiliary, Department of Iowa member, in order to provide you with future marketing opportunities and other purposes, as well as to comply with our legal obligations, resolve disputes, or enforce any of our agreements. Please note that you can request, at any time, that we delete your Personal Data. All requests must be directed to the contact in the “Contact Information” section below. We can decide to delete your Personal Data if we believe that the data is incomplete, inaccurate, or that our continued use and storage are contrary to our obligations to other members, individuals, or third parties. When we delete your Personal Data, it will be removed from our active American Legion Auxiliary, Department of Iowa data bases or

anonymized so that the data is no longer identified with you, but the data may remain in our archives if American Legion Auxiliary, Department of Iowa determines that it is not practical or possible to delete it.

### **XIII. Cookies and Other Web Devices**

Our website sends cookies (e.g., pieces of code or text placed on your computer by us or third-parties when you browse our Sites) to your web browser (if your browser's preferences allow it) to collect data when you browse our Sites. Cookie settings can be controlled in your Internet browser to automatically reject some forms of cookies. If you view our website without changing your cookie settings, you are indicating your consent to receive all cookies from our Sites. If you do not allow cookies, some features and functionality of our Sites may not operate as expected. In addition to cookies, we place technological tools (and allow certain third parties to place technological tools) such as tags and beacons (e.g., code scripts that are primarily used to track visitors' activities on our Sites by web analytics software), IP addresses, and other tools, to collect your data for the purposes listed in this Privacy Policy.

### **XIV. Breach Notification**

In the event we determine the occurrence of a data security incident, we will notify you by email, US mail, telephone, or other means as permitted by law

#### **1. Contact Information**

If you have questions, comments, or complaints concerning our privacy practices or if you wish to change, access, or remove your Personal Data, please contact us as indicated below. We will attempt, where practical, to respond to your requests and to provide you with additional privacy related information.

American Legion Auxiliary, Department of Iowa  
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Des Moines, IA 50309  
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515-282-7987

*Effective Date: January 1, 2020*