



Privacy and Cookies Policy

This privacy policy sets out how the Social Marketing Association of North America (hereafter referred to as “SMANA”) uses and protects any information that you give SMANA when you use this website.

SMANA is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

SMANA may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from: January 15, 2019

What we collect

We may collect the following information:

- Name;
- Contact information including email address and phone; and
- Usage tracking with industry-standard Google analytics.

What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping;
- We may use the information to improve our products and services; and
- We may periodically send promotional emails about new services, special offers or other information which we think you may find interesting using the email address which you have provided, only if you have given us permission.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

What is a cookie?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on

each subsequent visit, or to another website that recognizes that cookie. Cookies are useful because they allow a website to recognise a user's device.

You can find more information about cookies at:

- <https://us.norton.com/internetsecurity-privacy-what-are-cookies.html>
- For a video about cookies visit [how Google uses cookies](#)

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience. They can also help to ensure that advertisements you see online are more relevant to you and your interests.

Category 1: strictly necessary cookies

These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies, services you have asked for, like shopping baskets or members-only sections, cannot be provided.

Category 2: performance cookies

These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works. By using our website, you agree that we can place these type of cookies on your device.

Category 3: functionality cookies

These cookies allow the website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customize. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymized and they cannot track your browsing activity on other websites. By using our website, you agree that we can place these type of cookies on your device.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

We aim to remain GDPR compliant.

You have:

- **The right to be informed:** That's what this page is for!
- **The right of access:** Individuals will have the right to ask—and receive an answer—if an organization is processing their data. This information must be provided largely for free within one month of request.
- **The right to rectification:** If your data is incorrect or incomplete, you have the right to have it corrected.
- **The right to be forgotten:** You may request the removal of your data, for example from our mailing list if you have signed up to it.
- **The right to restrict processing:** Under certain circumstances, you can block the processing of your personal data, although on this site, it would mean just not providing any and opting out of Google Analytics (see links below).
- **The right to data portability:** You can use your own data anywhere you like.
- **The right to object:** You can object to the use of your personal data for most purposes.

You may choose to restrict the collection or use of your personal information in the following ways:

- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us, if it is not obvious how to delete your own data.
- [Opting out of Google Analytics](#)

We will not sell, distribute or lease your personal information to third parties (unless we have your permission, but currently have no plans in this area) or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting, but again, only if you tell us that you wish this to happen.

You may request details of personal information which we hold about you. This is normally free and we aim to respond within one month. If you would like a copy of the information held on you please write to or email us. If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible. We will promptly correct any information found to be incorrect.