**LYNCHBURG REGIONAL SHRM INC.**

**Privacy Statement**

Updated: June 30, 2020

SHRM of Central Virginia (the “Organization”) is strongly committed to protecting the privacy of your personal information.  This privacy statement explains the Organization’s data collection and use practices with respect to its website (the “Site”).  By using the pages in this site, you agree to the information collection and use practices described in this privacy statement.

**Collection of Personal Information**

We may ask you for information that personally identifies you (“personal information”) or allows us to contact you to provide a service or carry out a transaction that you have requested, including requests for information about the Organization’s products and services, requests for e-mail newsletters or purchases of and/or registrations for the Organization’s products and services. The personal information we collect may include your name, your address, your credit card number, contact information and other information about products and/or services requested through the Site.

The Site may also collect certain information about your visit, such as the name of the Internet service provider and the Internet Protocol (IP) address through which you access the Internet; the date and time you access the Site; the pages that you access while at the Site and the Internet address of the website from which you linked directly to the Site. This information is used, among other things, to help improve the Site, analyze use trends and administer the Site.

**Use of Personal Information**

Except as otherwise required or permitted by law, the personal information collected on this Site will be used solely to operate the Site and to provide the service(s) and/or product(s) or carry out the transaction(s) you have requested or authorized.  In support of these purposes, the Organization may use personal information to provide you with more effective customer service, to improve the Site and any related products or services, and to make the Site easier to use by eliminating the need for your repeated entry of the same information. In order to offer you a more consistent experience in your interactions with the Organization, information collected by the Site may be combined with information collected in connection with other products and services of the Organization.

The Organization occasionally hires other companies to provide limited services on our behalf, such as website hosting, packaging, mailing, answering customer questions about products and services, and sending information about our products, special offers, and other services. We will only provide those companies the personal information they need to deliver the service. They are required to maintain the confidentiality of the information and are prohibited from using that information for any other purpose.

The Organization may disclose personal information if required to do so by law or in the good faith belief that such action is necessary to (a) conform to the edicts of the law or comply with legal process served on the Organization or the Site; or (b) protect and defend the rights or property of the Organization and the Site.

The foregoing notwithstanding, the Organization will not sell or disclose any databases containing any credit card account numbers or other personal information received with respect to credit card transactions except for purposes of authorizing, completing and settling credit card transactions and resolving any charge-backs, retrieval requests or similar issues involving credit card transactions or pursuant to a court or governmental agency request, subpoena or order.

**Control of Personal Information**

Except as otherwise described in this privacy statement, your personal information will not be shared outside of the Organization and its subsidiaries and affiliates without your permission.  You can make choices about how you wish to be contacted by contacting the Organization as described at the bottom of this statement, or through alternative means of access described by the Site.

If you register with the Site or purchase products through the Site, you may choose a user name and password.  By using the user name and password, you will be able to purchase new products without re-entering your personal information and credit card number.  You are solely responsible for choosing the user name and password and maintaining the confidentiality of the password that you choose.  It is important for you to protect against unauthorized access to your password and to your computer.  Failure to protect the security of these items may permit unauthorized individuals to obtain your personal information and your credit card information.  Be sure to sign off when finished using a shared computer.

**Security of Personal Information**

The Organization is strongly committed to protecting the security of your personal information. We use a variety of security technologies and procedures to help protect personal information from unauthorized access, use, or disclosure.

**Cookies**

We use cookies on this Site to ensure the integrity of the registration process and to personalize the Site. A cookie is a small text file that is placed on your hard disk by a web page server and that helps the site to recall your specific information on subsequent visits.  You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer.

The use of cookies simplifies the process of delivering relevant content, eases site navigation, and provides other similar benefits to users of the Site. When you return to the Site, the information you previously provided can be retrieved, so you can easily use the Site's features.  If you choose to decline cookies, you may not be able to fully experience the interactive features of the Site.

**Changes to this Statement**

We reserve the right to update this privacy statement from time to time.  We encourage you to periodically review this privacy statement to stay informed about how we are helping to protect the personal information we collect. Your continued use of the service constitutes your agreement to this privacy statement, as amended from time to time.

**Limitations of Privacy Statement**

This privacy statement explains only data collection and use practices related to the Organization’s website; it does not apply to other products or services of the Organization.  Please be aware that this privacy statement and any choices you make on the Site will not necessarily apply to personal information you may have provided to the Organization in the context of other, separately provided, products or services of the Organization.

**Limitation of Liability**

The Organization will not be liable for any damages or injury (including, without limitation, incidental and consequential damages, personal injury/wrongful death, lost profits, or damages resulting from lost data or business interruption) that result from your use of the Site or your submission of personal information to the Site, even if there is negligence on the part of the Organization or its employees.  In addition, you agree to defend, indemnify, and hold the Organization, its officers, directors, employees, agents, licensors, and suppliers, harmless from and against any and all claims, actions, demands, liabilities, settlements, and costs and expenses, including without limitation, reasonable attorneys' fees, resulting from, or alleged to result from, your submission of personal information to the Site or your unlawful collection of personal information of others through use of the Site.

**Contact Information**

The Organization welcomes your comments regarding this privacy statement. If you believe that the Organization has not adhered to this privacy statement, please contact us electronically or via postal mail at the following address, and we will use commercially reasonable efforts to promptly determine and remedy the problem:

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