



## **Privacy Policy**

*June 1, 2019*

The Archery Trade Association, Inc. ("ATA"), a not-for-profit 501(c)(6) corporation, is committed to protecting your information. This privacy policy applies to your use of our websites (including Archery360.com, bowhunting360.com, archerytrade.org, resources.archerytrade.org, atatradeshows.org, connect.archerytrade.org, and thethrillisnocking.com ), member dashboard powered by impexium, booth selection software, registration software, mobile applications, and all other digital and online services provided by the ATA, as well as to the processing of your information related to your ATA membership, registration, member directory, program participation and attendance at ATA trade shows and events, and to data collected we collect from you offline, including information collected at trade shows (collectively, the "Services").

This privacy policy describes and how the ATA collects, uses, and shares your personal data when you interact with The ATA and visit the Services. It does not apply to third party websites, applications, or services (including our affiliates'). Additional policies and terms may apply to certain uses of information by The ATA, and you will be notified at the point of collection of any additional policies that may apply.

## **Our Contact Information**

Archery Trade Association  
P.O. Box 70, New Ulm  
MN 56073  
United States

Toll Free :( 866) 266-2776  
Direct: (507) 233-8130  
[privacy@archerytrade.org](mailto:privacy@archerytrade.org)

Please contact us if you have any comments or questions about how we collect and use your personal data at (507) 233-8130 or [privacy@archerytrade.org](mailto:privacy@archerytrade.org).

## **Applicability & Eligibility**

We need to process your personal data to operate our organization and provide you with certain Services. Before accessing, using, or interacting with the Services you should carefully review the terms and conditions of this privacy policy.

Your use of the Services is further governed by our ATA Membership Terms and Conditions located at <http://archerytrade.org/membership/terms-and-condition/>, which is also incorporated into your agreement with us by this reference.

By using our Services, you are confirming that you have read and accepted these policies including how and why we use your personal data. If you don't want us to collect or process your personal data in the ways described in this policy, you should not use any of our Services. Please note we are not responsible for the content or the privacy policies or practices of any third party organization or service.

## **Children's Information**

Our Services are generally not directed to children under the age of 16. You generally may not use the Services if you are under the age of 16. If you are under the age of 16, you should not provide any information on our Services.

We may offer certain educational programs designed to help instructors, program leaders and educators teach students ages 4-17 the basic skills of bowhunting, such as, but not limited to, our Explore Bowhunting and Explore Bowfishing programs and the information provided on our websites and other platforms to adults over 16 to provide information and register individuals are part of our Services and subject to this privacy policy. Where we collect information about children connected with these programs, we follow relevant laws regarding the collection and use of information about children and minors.

## **Personal Data We Collect, Use, and Share**

We collect personal data about you and your use of the Services through various means, including when you provide information to us and when we automatically collect information about you when you access, use, or interact with the Services. Such processing is performed to provide you with the Services and provide our membership services. In some instances, you may be able to choose what information to provide, but sometimes we need certain information from you to provide you with the Services you've requested.

We rely on a number of legal bases to process the information we receive about you from your use of the Services, including where: (1) you have consented to the processing; (2) the processing is necessary to perform the contractual obligations in order to provide the Services to you; (3) necessary to comply with a legal obligation, a court order, or to exercise or defend legal claims; (4) necessary to protect your vital interests, or those of others; (5) necessary in the public interest; (6) necessary for the purposes of our or a third party's legitimate interests, such as those of visitors, members, or partners; and (7) you have expressly made the information public.

Where we process your personal data on the basis of consent, we will clearly obtain your opt-in consent. Where given, you may withdraw your consent at any time by contacting us at [privacy@archerytrade.org](mailto:privacy@archerytrade.org). Where we process your information on the basis of legitimate interests, we do so where the processing is necessary for your legitimate interests or the legitimate interests of a third party, unless there is a good reason to protect your personal data which overrides those legitimate interests.

The types of information the ATA may collect about you include:

### **Information You Provide To Us:**

We generally process personal data you provide to us on the legal basis of your consent or our legitimate interests in performing the functions or Services you requested. Where appropriate, we may rely on alternative legal bases, such as pursuant to the performance of a contract like your membership agreement.

The types of personal data that we collect about you:

**Membership Information:** The ATA collects certain information about you and your organization in connection with registration of your organization's memberships. This information may include contact information such as name, job title, date of birth, gender, email address, mailing address, telephone number, facsimile numbers, username and password, and may differ depending upon the way you apply for membership. The ATA accepts membership applications in various forms, including via online and paper applications. Through our application process and renewals, ATA collects information about your organization. This includes your organization type, business license, website, employees, contact information, social media links, relationships to other organizations, and product categories and/or services offered.

The ATA does not share or sell the information you provide to us in connection with your membership to outside organizations for commercial purposes. We may share certain membership information with our Service Providers to initiate and service your membership.

**Trade Show Exhibitor Information:** The ATA collects contact information during exhibits and trade shows, including, address, email addresses, telephone and facsimile numbers, and physical addresses. Any such information provided by an exhibiting member may be disclosed by the ATA to its other members, exhibitors, trade show attendees, and other Service Providers. ATA utilizes these third-party Service Providers, including but not limited to, general services contractor, audiovisual, registration, floorplan management, and publishers, to execute the trade show. ATA may supply exhibitor contact information to these Service Providers for the benefit of offering these needed services to the exhibitor. All applicable Service Providers will be identified as an Official ATA Trade Show Service Provider and will be listed on our website. The information can be entered and updated by the exhibitor and is used to populate printed show directories, onsite booth locators, mobile event app and the online floorplan.

**Trade Show Attendee Information:** The ATA collects contact information from attendees when they register for the trade show, including name, telephone number, and email address. The registration process includes survey questions which are asked to improve the experience of being an ATA Member or trade show attendee. Survey answers are not made public. Attendee lists are made available to exhibitors by request.

**Other Registration Information:** The ATA offers events, conferences, certifications, contests, and online trainings for members and non-members alike. The ATA collects certain information about you in connection with registration for these events and training, which includes contact information such as name, email address, mailing address, and phone number, username and password, depending upon the registration and training being offered.

**Account Information:** Our members may register for an online My ATA account in connection with their ATA membership. We require from our members to register for the My ATA account to permit the use of our member-only Services. When registered for the online ATA account,

you will gain access to those areas and features of the Services that require membership. We will collect certain personal data about you in connection with your registration for the online ATA account, which includes name and email address and other information such as a username and password.

**Directory Information:** When you register and are approved for a membership, we request contact information to place you in our online membership directory. The information will be made available to all viewers of the directory, unless you opt out of the online directory. The online directory is password-protected and available to ATA Members only. Retail membership includes a listing on the store locator, which is presented on Archery360.com and Bowhunting360.com websites. The information listed is the information supplied through your membership application or renewal and can be updated at any time through your My ATA account.

**Payment Transaction Information:** We collect and store information related to purchases and donations made through the Services. You may provide certain information to complete payments via the Services, including your credit or debit card number, card expiration date, CVV code, and billing address, along with your name and billing, delivery and shipping address, to complete payment transactions through certain Services.

Please note we work with one of our Service Providers, authorize.net, to handle payment transactions. We do not collect or maintain your credit card or other financial account information; this information is handled for us authorize.net. You are subject to the privacy policies and terms and conditions of our Service Providers when utilizing a third party service through our Services. Please review the Service Providers' privacy policies and terms and conditions before using their Services.

**Third Party Data Sources:** The ATA engages certain third party data source Service Providers on a strategic, systematic basis to help append our membership information with additional data that complement and expand our existing membership data. We do this as it is necessary to pursue our legitimate interests of improving and customizing our Services for our users and members, understanding how our Services are being used, and exploring ways to develop and grow our organization and membership. We use this appended data to provide and improve the Services and our products, to provide and service memberships, for donations, for billing and payments, for identification and authentication, for targeted online and offline marketing to contact members or interested parties.

**Correspondence Information:** If you apply for membership, apply for booth space, request access to our resource website, email us, subscribe to our blog or newsletters, we keep your message, email address, and contact information to respond to your requests, provide the requested products or Services, and to provide notifications or other correspondences to you. We do not share or sell your correspondence information to other organizations for commercial purposes without your consent.

If you do not want to receive communications from us in the future, please let us know by sending us an e-mail requesting the same to [privacy@archerytrade.org](mailto:privacy@archerytrade.org) or by following the unsubscribe instructions found in any e-mail we send. If you supply us with your postal address, you may receive periodic mailings from us with information on new products and Services or

upcoming events. If you do not wish to receive such mailings, please let us know by contacting us at [privacy@archerytrade.org](mailto:privacy@archerytrade.org) or by calling our phone number provided above.

Please note requests to remove your email address from our lists may take some time to fulfil. We may also still contact you as needed to provide important announcements or notifications regarding the Services.

**Grant Information:** Members have the option to fill-out an application for a grant via the Services. The application collects the following personal data, such as your funding needs, business goals, and contact information.

**Promotions & Sweepstakes Information:** If you register for our promotions or sweepstakes, our partners and we may send you emails or other correspondence regarding the contest for which you registered, and other contests, promotions, and sweepstakes.

**Form Information:** We may use forms to request certain information from you on the Services, such as your contact information to assist with contacts or service requests. This information may include personal data.

#### **Information We Collect Automatically:**

We use automatic data collection and analytics technologies to collect aggregate and user-specific information about your equipment, domain name, patterns of use, communication data and the resources that you access and use on the Services, including your IP address, browsing, and navigation patterns. This information is used to improve our Services.

We generally process information collected automatically on the legal basis of our legitimate interests in assessing the use of its Services. Where appropriate, we may rely on alternate legal bases, such as your consent to certain types of processing.

The types of personal data we collect automatically through your use of the Services:

**Cookies, Web Beacons, Links, and Other Tracking Technologies:** We keep track of how you use and interact with the Services through the use of cookies, web beacons, links, and other tracking technologies. We do this to help analyze the use of and improve the Services. Through these technologies, we may automatically collect information about your use of the Services and other online activities, including our email correspondences, third-party Services, and client applications, and certain online activities after you leave the Services. Link information is generally only analyzed on an aggregate basis. Some Services features may not function properly if you disable cookies. Such data may include analytics information, sites visited before visiting the Services, browser type, operating system, and tracking of your interactions with our content and emails.

We partner with third parties to manage our advertising on other sites. Our third-party partners may use cookies or similar technologies in order to provide you with advertising based upon your browsing activities and interests.

**IP Addresses:** We automatically collect the IP addresses of members of certain Services, such as website visitors, those that log in to the Services, and those who post messages to the

communities and forums. We process this information on the basis of our legitimate interests in protecting the Services and providing the Services to you.

**Advertising Information:** We use cookies or similar technologies in order to provide you with ATA advertising based upon your browsing activities and interests while engaging the Services and may use this information to deliver ATA ads to you.

**Unique Identifiers:** When you use or access the Services, we may access, collect, monitor, store on your device, and remotely store one or more "Unique Identifiers," such as a universally unique identifier. A Unique Identifier may remain on your device persistently, to help you log in faster and enhance your navigation through the Services. Some features of the Services may not function properly if use or availability of Unique Identifiers is impaired or disabled.

**Analytics Information:** We use data analytics to ensure site functionality and improve the Services. We use mobile analytics software to allow us to understand the functionality of the Services on your phone. This software may record information such as how often you use the Services, what happens within the Services, aggregated usage, performance data, app errors and debugging information, and where the Services were downloaded from. We do not link the information we store within the analytics software to any personally identifiable information that you submit within the mobile application.

**Log File Information:** When you use our Services, we may receive log file information such as your IP address, browser type, access times, domain names operating system, the referring web page(s), pages visited, location, your mobile carrier, device information (including device and application IDs), search terms, and cookie information. We receive log file data when you interact with our Services, for example, when you visit our website, sign in to our Services, or interact with our email notifications. We use log file data to provide, understand, and improve our Services, and to customize the content we show you. We may link this log file to other information we collect about you via the Services.

**Public Information:** We may also collect information about you from publicly available sources. The information you make publicly available in any public or open forum, such as on a social network, may be considered public information for this policy and may be accessed and collected by us. Please be aware that any content or information you share with or provide to third parties using or related to your use of the Services is neither private nor confidential. We are not responsible for any content or information you post or share with third parties. If you do not wish for certain information to be public, please do not share it publicly.

## How We Use Your Information

We use the information we receive about you for the purposes described in this privacy policy. We generally use personal data we receive about you through your use of our Services on the legal basis of your consent or our legitimate interests in providing the Services and their functionality to you where such processing is necessary for the purposes of the legitimate interests pursued by us or by our Service Providers related to the Services. Where appropriate, we may rely on alternative legal bases, such as pursuant to the performance of a contract.

We will generally use your information in the following circumstances on the legal basis of legitimate interests to provide the Services requested:

**Providing and Improving Our Services:** We may use your information to improve and customize our Services and our products, including sharing of your information for such purposes, and we do so as it is necessary to pursue our legitimate interests of improving our Services for our members. This is also necessary to enable us to pursue our legitimate interests in understanding how our Services are being used and to explore and unlock ways to develop and grow our business. It is also necessary to allow us to pursue our legitimate interests in improving our Services, efficiency, interest in Services for members and obtaining insights into usage patterns of our Services. We use your information to provide and improve the Services and our products, to provide and Services accounts, for billing and payments, for identification and authentication, for targeted online and offline marketing

**Keeping Our Services Safe And Secure:** We may also use your information for safety and security purposes, including sharing of your information for such purposes, and we do so because it is necessary to pursue our legitimate interests in ensuring the security of our Services, including enhancing protection of our community against spam, harassment, intellectual property infringement, crime, and security risks of all kind.

**Third-Party Advertisements:** We may utilize the Services of third-party advertising companies, such as Google and others, to deliver ads to you when you use our Services, outside of the Services on other sites across the Internet, and to perform remarketing Services. These third-party partners may collect information about your visits to certain pages of our Services and may use technology like cookies to store information about your use of the Services. The information collected may be reported back to us, and we may use this information on its own, or link this information to personal data we have collected about you. This information allows us to provide you with information about the ATA, track which other websites have linked visitors to our Services, and learn more about what pages of our Services are used by and are of interest to visitors so that we may provide better, more targeted advertisements about our business and Services. More information about interest-based advertising and similar practices may be available at [http://www.networkadvertising.org/consumer/opt\\_out.asp](http://www.networkadvertising.org/consumer/opt_out.asp).

## How We Share Your Information

When you access or use the Services, we collect, use, share, and otherwise process your personal data as described in this policy. We will not share, sell, rent, or otherwise disclose your private personal data to third parties without your consent or another valid legal basis permitted by law.

We will share your information in the following circumstances on the legal basis of the legitimate interests of providing the requested Services:

**Within The ATA:** We may share and process information internally within the ATA and with our subsidiaries and affiliates. Our personnel may have access to your information as needed to provide and operate the Services in the normal course of business. This includes information regarding your use and interaction with the Services.

**Member Service Providers:** We are affiliated with a variety of businesses and work closely with them for a variety of purposes, including assisting us to perform and improve the Services,

provide educational offerings and resources, and to offer products and services to our members. For example, we provide contact information of our members to our trade industry magazine partners so they can contact you regarding subscription offers. All Member Service Providers are required to adhere to guidelines provided by the ATA when soliciting or contacting ATA Members.

**Service Providers:** We work with various organizations and individuals to help provide the Services to you ("Service Providers"), such as website and data hosting companies and companies providing analytics information, like Google Analytics. We need to engage such third-party Service Providers to help us operate, provide, and market the Services. These third parties have only limited access to your information and may use your information only to perform these tasks on our behalf. Information we share to our Service Providers may include both information you provide to us and information we collect about you, including personal data and information from data collection tools like cookies, web beacons, and log files.

We take reasonable steps to ensure that our Service Providers are obligated to reasonably protect your information on our behalf. If we become aware that a Service Provider is using or disclosing information improperly, we will take commercially reasonable steps to end or correct such improper use or disclosure.

We share personal data with our Service Providers on the legal basis of our legitimate interests in providing you with the Services. Our engagement of Service Providers is often necessary for us to provide the Services to you, particularly where such companies play important roles like helping us keep our Services operating and secure. In some other cases, these service providers aren't strictly necessary for us to provide the Services, but help us make it better, like by helping us conduct research into how we could better serve our members. In these latter cases, we have a legitimate interest in working with service providers to make our Services better.

**Third Party Technologies:** Third-party plug-ins also may collect information about your use of the Services. For example, when you load a page on our web page that has a social plug-in from a third-party site or service, such as a "Like" or "Send" button, you are also loading content from that third-party site. That site may request cookies directly from your browser. These interactions are subject to the privacy policy of the third-party site. In addition, certain cookies and other similar technologies on the Services are used by third parties for targeted online marketing and other purposes. These technologies allow a partner to recognize your computer or mobile device each time you use the Services. Please be aware that when you use third-party sites or Services, their own terms and privacy policies will govern your use of those sites or Services. We choose and manage these third-party technologies placed on our Services. However, these are third-party technologies, and they are subject to that third party's privacy policy. We rely on your consent to drop and read non-technically necessary cookies. We are not responsible for the privacy or security practices of third parties.

**Business Transactions:** We may purchase other businesses or their assets, sell our business assets, or be involved in a bankruptcy, merger, acquisition, reorganization or sale of assets. Your information, including personal data, may be among assets sold or transferred as part of a business transaction. In some cases, we may choose to buy or sell assets. Such transactions may be necessary and in our legitimate interest, particularly our interest in making decisions that enable our organization to develop over the long term.



**Safety and Lawful Requests:** We may be required to disclose our members' information pursuant to lawful requests, such as subpoenas or court orders, or in compliance with applicable laws. We generally do not disclose our members' information unless we have a good faith belief that an information request by law enforcement or private litigants meets applicable legal standards. We may share your information when we believe it is necessary to comply with applicable laws, to protect our interests or property, to prevent fraud or other illegal activity perpetrated through the Services or using our name, or to protect the safety of any person. This may include sharing information with other companies, lawyers, agents, or government agencies. Nothing in this policy is intended to limit any legal defenses or objections that you may have to a third party's, including a government's, request to disclose your information.

**Aggregated Non-Personal Data:** We may disclose aggregated, non-personal data received from providing the Services, including information that does not identify any individual, without restriction. We may share demographic information with business partners, but it will be aggregated and de-personalized so that personal data is not revealed.

## **Public Forums & Community**

The ATA offers an online discussion community across the Services. We offer several features that allow members to connect and communicate in public or semi-public spaces as part of these Services. You do not have to use these features, but if you do, please use common sense and good judgment when posting in these community spaces or sharing your personal data with others through the Services.

Please be aware that any personal data that you choose to submit there can be read, collected, or used by others, or could be used to send unsolicited messages to you. We may engage certain third parties and Service Providers to assist in providing community Services to you and, in the context of that relationship; we need to share some of your information with such third parties in order to provide that service. We generally do not control or remove content from public Services spaces, and your posts may remain public after your account is closed. You are responsible for the personal data that you choose to post in public Services spaces.

Please also note we may automatically collect certain information about you when you browse or post to the communities and forums, such as your computer's IP address or a device identification number.

## **Your Rights & Choices Regarding Your Information**

### **Your Rights**

The ATA seeks to ensure all individuals are provided with the rights mandated by their governing jurisdiction. Not all of the rights discussed in this policy will apply to each individual data subject and may not apply to you depending upon your jurisdiction.

You may benefit from a number of rights in relation to your information that we process. Some rights apply only in certain limited cases, depending on your location. If you would like to manage, change, limit, or delete your personal data, you can do so by contacting us. Upon

request, we will provide you with information about whether we hold any of your personal data. In certain cases where we process your information, you may also have a right to restrict or limit the ways in which we use your personal data. In certain circumstances, you also have the right to request the deletion of your personal data, and to obtain a copy of your personal data in an easily accessible format.

To the extent that such rights are mandated by the laws applicable to the individual data subject, such as all data subjects residing in the European Union ("EU"), the following rights may apply: the right to access (GDPR, Article 15); the right to rectification (GDPR, Article 16); the right to erasure (GDPR, Article 17); the right to restrict processing (GDPR, Articles 18); the right to object (GDPR, Article 21); and if applicable, the right to data portability (GDPR, Article 20). You may also have a right to lodge a complaint with an appropriate data privacy regulatory authority (GDPR, Article 77).

If we process your information based on our legitimate interests as explained in this policy, or in the public interest, you can object to this processing in certain circumstances. In such cases, we will cease processing of your information unless we have compelling legitimate grounds to continue processing or where it is needed for legal reasons. Where we use your data for direct marketing purposes, you can always object using the unsubscribe link in such communications or changing your account settings.

Where you have provided consent to certain data processing, you have the right to withdraw that consent at any time by contacting us at [privacy@archerytrade.org](mailto:privacy@archerytrade.org). Withdrawal of consent will not affect the validity of our use of your personal data up until the point you have withdrawn your consent.

If you no longer wish to use the Services or receive service-related messages (except for legally required notices), then you may contact us using the information above.

### **Access To The Information We Have Collected About You**

We provide our members with an online My ATA account to help them access, correct, delete, or modify your personal data associated with the Services. We welcome you to contact us regarding the information we have collected about you, including regarding the nature and accuracy of the data that has been collected about you, to request an update, modification, or deletion of your information, to opt-out of certain Services uses of your information, or to withdraw any consent you may have granted to us.

Please note requests to delete or remove your information do not necessarily ensure complete or comprehensive removal of the content or information posted and removed information may persist in backup copies indefinitely. Please note that if you choose to delete your information or opt-out of the collection and use of your information, you understand that certain features, including but not limited to access to the Services, may no longer be available to you.

### **Data Retention**

We will retain your information only for as long as is necessary for the purposes set out in this Policy, for as long as an account is active, or as needed to provide the Services to you. We will retain and use your information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your information to comply with applicable tax/revenue laws), resolve disputes, enforce our agreements, and as otherwise described in this Policy. In

addition, our sellers may also be required to retain and use your information in order to comply with certain legal obligations. We also retain log files for internal analysis purposes. These log files are generally retained for a brief period, except in cases where they are used for site safety and security, to improve site functionality, or we are legally obligated to retain them for longer time periods. We may delete your personal data from our systems as part of a data retention plan. Following termination or deactivation of an online account, we may retain your information and content for a commercially reasonable time for backup, archival, and audit purposes.

### **Opting-Out Of Communications From Us**

Members may opt-out of receiving certain communications from us by following the unsubscribe process described in email communication, or by contacting us using the contact information provided above. However, please note you may not opt-out of certain Services-related communications, such as account verification, changes or updates to features of the Services, or technical and security notices.

### **Do Not Track**

We do not currently employ a process for automatically responding to "Do Not Track" (DNT) signals sent by web browsers, mobile devices, or other mechanisms. Per industry standards, third parties may be able to collect information, including personal data, about your online activities over time and across different websites or online Services when you use Services. You may opt out of online behavioral ads at <http://www.aboutads.info/choices/>. You also may limit certain tracking by disabling cookies in your web browser.

## **Information Security**

The security of your personal data is important to us. We take reasonable efforts to secure and protect the privacy, accuracy, and reliability of your information and to protect it from loss, misuse, unauthorized access, disclosure, alteration, and destruction. We implemented security measures as we deem appropriate and consistent with industry standards. As no data security protocol is impenetrable, we cannot guarantee the security of our systems or databases, nor can we guarantee that personal data we collect about you will not be breached, intercepted, destroyed, accessed, or otherwise disclosed without authorization. Accordingly, any information you transfer to or from Services are provided at your own risk.

Please do your part to help us keep your information secure. Online account information is protected by a password. It is important that you protect against unauthorized access to your account and information by choosing your password carefully and by keeping your password and computer secure, such as by signing out after using the Services. You are responsible for maintaining the confidentiality of your password and an online account, and are fully responsible for all activities that occur under your password or online account. We specifically reserve the right to terminate your access to the Services and any contract you have with us related to the Services in the event it learns or suspects you have disclosed your online account or password information to an unauthorized third party.

## **Additional Provisions Regarding The Services & Your Information**

### **Transfer And Storage Of Your Information**

The United States, European Economic Area Member States, and other countries all have different laws relating to privacy and data protection. When your information is moved from your home country to another country, the laws and rules that protect your personal data in the country to which your information is transferred may be different from those in the country in which you live. For example, the circumstances in which law enforcement can access personal data may vary from country to country. In particular, if your information is in the United States, it may be accessed by government authorities in accordance with U.S. law.

Please be advised that the information we collect about you via the Services may be transferred, processed and accessed by us in the United States, or another country where we, or our Service Providers operate. Please be aware that the privacy laws and standards in certain countries, including the rights of authorities to access your personal data, may differ from those that apply in the country in which you reside. If you are located outside the United States and choose to allow us to collect information about you, please be aware that we may transfer your personal data to the United States and process and store it there. We will transfer personal data only to those countries to which we are permitted by law to transfer personal data, and we will take steps to ensure that your personal data continues to enjoy appropriate protections.

### **Processing Necessary for the Performance Of The Contract**

You can choose whether or not you want to use the Services. However, if you want to use the Services, you need to agree to our ATA Membership Terms and Conditions, which set out the contract between you and the members of the Services. We cannot provide many of the Services without your agreement to this contract, and without moving your personal data to us and Service Providers in various jurisdictions. Therefore certain processing of your personal data is done on the legal basis of processing necessary for the performance of the contract between you, as a user of the Services, and us.

### **Safely Using Our Services**

Despite our safety and privacy controls, we cannot guarantee the Services are entirely free of illegal, offensive, or otherwise inappropriate material, or that you will not encounter inappropriate or illegal conduct from other members when using the Services. You can help us by notifying us of any unwelcome contact by contacting us using the contact information above.

### **Your California Privacy Rights**

Under California Civil Code Section 1798.83 (known as the "Shine the Light" law), our members and customers who are residents of California may request certain information about our disclosure of personal information during the prior calendar year to third parties for their direct marketing purposes. To make such a request, please write to us at the address below or at [privacy@archerytrade.org](mailto:privacy@archerytrade.org) with "Request for California Privacy Information" on the subject line and in the body of your message. We will comply with your request within thirty (30) days or as otherwise required by the statute. Please be aware that not all information sharing is covered by the "Shine the Light" requirements and only information on covered sharing will be included in our response.

### **Changes to Our Privacy Policy**

We may modify this policy from time to time. The most current version of this policy will govern our use of your information and is located at <https://archerytrade.org/privacy-policy/>. You may

contact us to obtain prior versions. We will notify you of material changes to this policy by posting a notice at our website.