



Privacy Policy

Last updated and effective: April 15, 2023

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, bowhuntersunited.com, 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 we collect from you offline, including information collected at trade shows (collectively, the “Services”).

This privacy policy describes how the ATA collects, uses, and shares your personal data when you interact with the ATA and 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 may 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

Please contact us if you have any comments or questions about this privacy policy at (507) 233-8130 or privacy@archerytrade.org.

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.

Information We Collect

We collect personal data about you and your use of the Services through various means, including (1) when you provide information to us, (2) when we automatically collect information about you when you access, use, or interact with the Services, and (3) from other third-party or public sources. 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.

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

Information You Provide To Us:

The types of information that we collect from you include:

- **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.
- **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. 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 our members to register for the My ATA account to permit the use of our member-only Services. When registered for the online My 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 My 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 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.
- **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.
- **Grant Information:** Members have the option to fill-out an application for a grant via the Services. The application collects certain 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 certain 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.

The types of information we collect automatically through your use of the Services include:

- **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. 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.
- **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.
- **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.
- **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.

Information We Collect From Other Sources:

- **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 to customize our Services for our users and members, understand how our Services are being used, and explore 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.
- **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 privacy 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 will generally use your information for the purposes described in this privacy policy and in the following circumstances:

- **Providing and Improving Our Services:** We may use your information to provide, improve, and customize our Services and our products, including sharing of your information for such purposes. We may use your information to provide and service accounts, for billing and payments, for identification and authentication, and to conduct analytics.
- **Marketing and Advertising:** We may use your information for targeted online and offline marketing. We may also use your information to send marketing and promotional materials including information relating to our business, Services, or promotions, or those of our business partners.
- **Keeping Our Services Safe And Secure:** We may use your information for safety

and security purposes, including sharing of your information for such purposes. We may use your information to detect and protect against malicious, deceptive, fraudulent, or illegal activity, including violation of our policies and terms and conditions, security incidents, and harm to the rights, property, or safety of our company and our users, employees, or others.

- **Complying with Law:** We may use your information to comply with our legal or regulatory obligations, to establish or exercise our rights, and to defend against a legal claim.
- **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.

How We Share Your Information

We will share your information in the following circumstances:

- **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.
- **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 access to your information and may use your information to perform these tasks on our behalf.

- **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. 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 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.
- **Safety and Lawful Requests:** We may be required to disclose your information pursuant to lawful requests, such as subpoenas or court orders, or in compliance with applicable laws. 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.
- **With Your Consent:** We may disclose your information to other third parties when we have your consent or direction to do so.

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 Choices Regarding Your Information

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 their personal data associated with the Services.

Data Retention

We will retain your information only for as long as is necessary for the purposes set out in this privacy 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 privacy policy.

Opting-Out Of Communications From Us

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 or by following the unsubscribe instructions found in any e-mail we send. 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.

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 or by calling our phone number provided above.

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.

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.

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.

Transfer And Storage Of Your Information

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.

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 conduct 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 with “Request for California Privacy Information” on the subject line and in the body of your message. 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. When changes are made to this privacy policy, they will become immediately effective when published. You can check the “Last Updated” legend at the top of this page to see when this privacy policy was last revised.