

# Privacy Policy

Effective: September 16, 2024

## About Us

“We”, “us” or “our” means Virginia State University Alumni Association Northern Virginia Alumni Chapter, Inc., with its principal place of business located at PO Box 4038 Arlington VA US 22204-0038.

## About This Privacy Policy

Your privacy is important to us, so we’ve developed this Privacy Policy, which explains how we collect, use, and disclose your personal information. We collect personal information when you use our website(s), mobile apps, and other online and offline products, services and experiences (collectively, the “Services”). Please take a moment to read through this Policy in its entirety.

If you have any questions, concerns or complaints regarding this Privacy Policy or how we use your personal information please contact us via e-mail at [vsuaa.nova@gmail.com](mailto:vsuaa.nova@gmail.com).

## What Personal Information We Collect and How We Collect It?

We collect personal information that you provide directly to us:

**Contact information.** If you sign up to receive our newsletter, emails, or text messages from us, we will collect your name, email address, mailing address, phone number, and any other information needed to contact you about chapter events.

**Payment information.** To order products or services through the Services, you will need to provide us with payment information (like your bank account or credit card information). Please note that your financial information is collected and stored by a third-party payment processing company. Use and storage of that information is governed by the third-party payment processor’s applicable privacy policy.

**Survey information.** You may provide us with other personal information when you fill in a form, respond to our surveys or questionnaires, provide us with feedback, participate in promotions, or use other features of the Services.

## **How We Use Your Personal Information?**

We use the personal information we collect for the following reasons:

- To send you our newsletter, or other information or marketing about our Services that you think may be of interest to you.
- To reply to your questions, inquiries, or customer service requests or to send you notices, updates, security alerts, or support and administrative messages.
- To provide you with information about the Services that you request from us or which we feel may interest you.
- To monitor and analyze trends, usage and activities in connection with our Services and to improve the Services.

## **How We Share Your Personal Information?**

We share your personal information.

We may be legally required to disclose or share your personal information without your consent in some circumstances, for example to comply with a court order or law enforcement. In such circumstances, we will only disclose your personal data if we have a good-faith belief that such sharing is required under applicable legal obligations.

## **Your Marketing Choices**

When you sign up for a promotion or subscribe to our newsletter or marketing/promotional messages, we use your personal information to help us decide which products, services and offers may be of interest to you.

We will send marketing messages to you if you have asked us to send you information, bought goods or services from us, or if you provided us with your details when you entered a competition or registered for a promotion. If you opt out of receiving marketing messages, we may still send you non-promotional emails. We will share your personal information with any third party for their direct marketing purposes.

You may unsubscribe from marketing messages through a link we include on messages we send you. You can also ask us to stop sending you marketing messages at any time by contacting us at: [vsuaa.nova@gmail.com](mailto:vsuaa.nova@gmail.com).

## **Retention of Your Data and Deletion**

Your personal information will not be kept longer than is necessary for the specific purpose for which it was collected.

When we decide how long we will keep your information we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure, why we need it, and any relevant legal requirements (such as legal retention and destruction periods).

The foregoing will, however, not prevent us from retaining any personal information if it is necessary to comply with our legal obligations, in order to file a legal claim or defend ourselves against a legal claim, or for evidential purposes.

## **International Transfers**

We will transfer personal information to countries outside of the United States.

## **Changes to This Privacy Policy**

From time to time, we have the right to modify this Privacy Policy. We're likely to update this Privacy Policy in the future and when we make changes. Please come back and check this page from time to time for the latest information on our privacy practices.

## **Contact Us**

If you have questions or concerns about the information in this Privacy Policy, our handling of your personal information, or your choices and rights regarding such use, please do not hesitate to contact us at:

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