



PERSONAL INFORMATION POLICY

General

The ongoing commitment of the Michigan Water Environment Association (MWEA) to protect the privacy and confidentiality of our members' personal information is addressed in this Personal Information Policy.

The MWEA has adopted this policy regarding the collection and use of any personal information (details that can identify an individual such as name or address). The policy explains what information is being collected and how it will be used. Individuals have the right to decline to have this information collected or transferred for marketing purposes. We collect no personal information about our members unless that information is provided to us by the individual. We do not use techniques that collect personal information about our members without the individual's knowledge. MWEA assumes that an individual who joins MWEA consents to the use of their personal information to provide the individual with relevant information and opportunities as part of the membership benefits package. An individual can withdraw consent at any time. If we wish to use the information for some other purpose than the original consent, we would seek consent for the new purpose.

Purpose of Collecting of Data

The MWEA is committed to respecting the personal data supplied to us. The information we collect will be relevant to the purposes for which they are to be used, and we do our utmost to ensure that such data will be accurate, complete and kept up to date. Whenever personal data is obtained from an individual, that individual will have access to information as to how that data will be used. Data is collected to provide services to members and to communicate association information.

The types of personal information collected are:

- Name
- Title
- Organization Name (Employer)
- Work and Home Addresses
- Email Address
- Phone Numbers
- Fax Numbers
- Professional Credentials
- Areas of Interest

- Membership Data
- Committee Participation
- Offices Held
- Awards Received
- Seminars Attended

An individual can correct factual errors in personally identifiable information by sending us a request that credibly shows error. To protect individual privacy and security, we will also take reasonable steps to verify an individual's identity before granting access or making corrections.

How We Use Non-Personal Information (web site)

MI-WEA.org's operating system may automatically record some general information about visits, such as:

- The Internet domain for the Internet Service Provider, such as "company.com" or "service.org" and the IP address of the computer accessing the web site.
- The type of browser (such as "Netscape version x or Internet Explorer version x") used.
- The type of operating system used, such as Macintosh, Unix, or Windows.
- The date and time of the visit to our site and the web pages that were visited on our site, along with the address of the previous web site visited, if linked to us from another web site.

We may use this information for statistical analysis, to help us make our site more useful to visitors. We may disclose this non-personalized information to third parties such as sponsors and/or use it for auditing purposes. This tracking system will not record personal information about individuals or link this information to any personal data collected.

We may use "cookies" that can identify a return visitor. A cookie is a piece of data that a web site can send to the browser, which may then store the cookie on the user's hard drive. So, when someone comes back to visit us again, we can tailor information to suit the individual's preferences. The goal is to save time and provide a more meaningful visit and to measure web site activity. Cookies do not contain any personally identifying information. Browsers such as Microsoft Explorer allow a user to disable cookie collection if they wish, or inform them when a cookie is being stored on the hard drive.

Protecting the privacy of the very young is especially important. For that reason, MWEA never collects or maintains information on our web site from those we know are under 13, and no part of our web site is structured to attract anyone under 13.

This policy discloses the privacy practices for our web site. However, our web site contains links to other sites. Once someone links to another site, they are subject to the privacy and security policies of the new site. We encourage everyone to read the privacy policies of all web sites they visit, especially if they share any personal information.

Use of Data

Members

Personal data will enable the MWEA to keep our members updated with relevant information and opportunities, which forms part of the package of membership benefits. Our communications may be via US Postal Service, telephone or email, and may originate from MWEA officers or staff. Visitors to the MWEA web site may receive communications via pages on the site.

We may disclose an individual's contact information to carefully selected and strictly controlled partners enabling them to provide you with products or services we feel will support your business activities, your career, or personal development.

MWEA communications are an integral part of keeping our membership informed, and may include interesting and relevant business information from third parties that we think might be relevant and interesting.

If someone adds their name to an email subscriber's list, they authorize MWEA to send personalized messages from time to time. They may cancel their subscription to these email messages at any time. These email messages should include information on how someone can cancel their subscription.

Personal information is retained only as long as necessary for the fulfillment of the purposes required by the MWEA. We do not keep personal information if it is no longer needed for the purposes required.

Non-members

We may contact non-members with information regarding MWEA's services, opportunities, and membership requirements.

Openness Principle

MWEA has initiated a formal process to manage requests for access to the data we hold about our members. However, we encourage concerned individuals to contact our Executive Director to discuss and resolve any concerns they may have relating to the use/acquisition of personal data.

They may choose not to receive MWEA communications by writing to the association office at:

Michigan Water Environment Association

P.O. Box 397

Bath, Michigan 48808, or

info@mi-wea.org

As an industry organization, we may use the information provided to assist us with database profiling, aimed at improving the quality of products and services offered to our membership.

Publication of Personal Data

MWEA pursues a policy of transparency with regard to membership status. This will include the publication of the names and contact information of MWEA members both in print and on the MWEA web site. Members may request to be excluded from these public listings.

Social Security Numbers

Michigan Act 454 of 2004 has specific requirements for anyone collecting social security numbers. Therefore, it is our policy NOT to collect social security numbers.

Adopted by the Board of Directors on May 15, 2007.



Fred E. Cowles, P.E.
President

Example of information on how to cancel a subscription to an email subscriber's list:

You are receiving this email from MWEA because you are a member and the information is believed to be of interest to you. If you do not wish to continue to receive these communications you may unsubscribe by replying to this email with "Unsubscribe" in the message area. For more information on MWEA use of personal information you may contact MWEA at 517 641 7377 or mwea@mi-wea.org.