

## Privacy Policy

**Last updated: December 4, 2011**

This is the privacy policy that applies to the website at [www.BizAlliance.org](http://www.BizAlliance.org) and our services. We have a firm commitment to safeguarding the privacy of our customers' personal information. Publicly available information, such as a public directory listing of your name, address, telephone number, or electronic address, is not considered to be personal information.

### COLLECTION, USE AND DISCLOSURE OF PERSONAL INFORMATION

When you apply for membership we ask for information such as your name, organization name, and email address. We also collect the e-mail addresses and other personal information provided during account sign-ups, event registrations, from email inquiries, forum registrations, forum postings, and from blog comments. Information we collect is stored on computer servers that are used to operate the Site.

The personal information we collect is used to provide our products and services, for billing, for identification and authentication, for the general operation and improvement of our service, and to respond to inquiries, and is not used, shared with or sold to other organizations, except: to our service providers, as required to operate the Site and provide the products or services you've requested; to the applicable customer of the account in respect of which contact information is submitted to us; for collection purposes; to law enforcement agencies, in emergencies, for internal security matters, or where required by court order or search warrant; or when we have your permission.

We may also record your computer's IP address with your order to help us identify fraudulent credit card use. We may share this information with the financial institution that issued the credit card with which an order was placed or with law enforcement authorities if we determine, or are notified, that the use of the credit card was fraudulent.

Your personal information is not used or disclosed by us for any other purpose.

Please note that the contact information you provide for your business will be available for public view in our business directory, and is provided as a service to our members. It is your responsibility to monitor and update your public information and ensure its accuracy. It is also your responsibility to safeguard the password you selected which allows your access to the members-only features of our website.

### COOKIES

A cookie is a small amount of data, which often includes an anonymous unique identifier, that is sent to your browser from a web site's computers and stored on your computer's hard drive. Cookies are required to use our service. We use cookies to record user session information.

### SECURITY

The security of your personal information is important to us. Our service has security measures in place to protect the loss, misuse and alteration of the information under our control, including Address Verification Service (AVS) and Card Code Verification (CCV). We also adhere to the PCI Data Security Standard Requirements. We do not store credit card information in our database. We follow best industry practices to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we are committed to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

### **UPDATING INFORMATION**

You may keep your registration information current by logging into our Site with your email address and the password you created upon application. If you wish to change or update any of your personal information and are unable to do so, please contact us at the address below.

### **CHANGES**

By using this Site, you agree that you permit the collection, use and disclosure of your personal information as outlined in this Privacy Policy. From time to time, we may make changes to our Privacy Policy and you should review it periodically for any changes. Your continued use of this Site following the effective date of any changes to these terms shall mean that you have accepted those changes, subject to your continuing right to notify us at any time as to how you would like us to treat your personal information.

### **LINKS TO OTHER SITES**

This Site may contain links to other sites. We are not responsible for the privacy practices or the content of such other Web sites.

### **QUESTIONS**

You can contact us with any questions about this Privacy Policy at [info@BizAlliance.org](mailto:info@BizAlliance.org)