Our Website Privacy Policy

What type of information do we collect?

We receive, collect and store any information you enter on our website or provide us in any other way, other than credit card information, which is handles by Authorize.NET through secure methods. We do not store any credit card information. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history in order to provide you with access to our members only sections of our website and to provide you the services which you have purchased. We may use software tools to measure and collect session information to include; page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, password, communications); payment details (credit card information through Authorize.NET only), comments and feedback provided by anyone sending us emails or direct input into the website, product reviews, and recommendations.

How do we collect information?

We only collect personal information for specific purposes to provide a service to you, our customers. An example is when you fill out a form on our website or you send us a message through a contact form or chat, when you purchase a product or service, or when you subscribe to our newsletter or forum.

Another example is submitting a registration for a class and/or conference. As part of the process, we collect personal information you give us such as your name, company, phone, address and email address. We use this information to register you as a student/attendee, to print your badge, to contact you about updates or changes, request your opinion in surveys, and notify you about upcoming or new services and events. We respect your privacy and your personal information will be used for the reasons stated above only.

Why do we collect such personal information?

We collect such Non-personal and Personal Information for the following purposes:
1. To provide and operate the Services we offer;
2. To provide our Users with ongoing customer assistance and technical support;
3. To be able to contact our Visitors, Students, Attendees, Speakers and Staff with general or personalized service-related notices and promotional messages;
4. To collect email addresses for our marketing campaigns for next year's conference or to provide optional invitations to webinars or training classes (which you can opted out);
5. To use your information to create conference or class badges;
6. To gather suggestions and opinions from our students, attendees, speakers and staff about topics of interest for classes and sessions as well as general input about our services, classes and conferences;
7. To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our sponsors may use to provide and improve our respective services; and
8. To comply with any applicable laws and regulations.

How do we store, use, share & disclose site visitors' personal information?

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications and our integrations to our Google Drive via JotForms for limited data in order to print badges, send invoices, select speakers and things of that nature. WiX stores your data on secure servers behind a firewall.

All direct payment gateways (Authorize.NET) used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

How do we communicate with our site visitors?

We may contact you to notify you of updates or changes for things such as updates in schedules or topics for classes. We may also contact you regarding your information to correct it for a course or badge, to troubleshoot problems with your submissions, to resolve a dispute, to collect fees or monies owed, and for general things such as to poll your opinions through surveys or questionnaires. We will also occasionally send updates about our organization, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail depending on the method that you provided when submitting a form to use to register for a class or workshop or another event.

We do NOT share your contact information. We will NEVER sell or give your information to anyone outside of our organization and will only use it for the above stated purposes. No credit card data is stored on our servers. Only Authorize.NET collects that data and it is done through secure methods and you may verify our security with Authorize.NET. We only collect data that you submit to us for the purposes of registering for a class, workshop, project, newsletter, updates or to gain access to our members only area of our website. The only other data collected is general in nature for site analysis through cookies as explained below.

Cookies and our Site

Cookies are small pieces of data stored on a site visitor's browser, usually used to keep track of page visitation and actions on a site.

In accordance with the GDPR, we must inform our users that we are using cookies on our site. Cookies are implemented in most sites to provide visitor analytics, typically without identifying the specific user. We use ours to identify trends of our site visitors. See the table below to view which cookies are typically used on our site:

| Cookie name	Life span	Purpose
svSession	Permanent	Creates activities and BI
hs	Session	Security
incap_ses_${Proxy-ID}_${Site-ID}	Session	Security
incap_visid_${Proxy-ID}_${Site-ID}	Session	Security
nlbi_{ID}	Persistent cookie	Security
XSRF-TOKEN	Persistent cookie	Security
smSession	Two weeks	Identify logged in site members. This is needed to provide you with access to a member only portion of the site.

Note: Our business solutions (e.g. Stores, Bookings, etc.,) and third-party apps may use cookies that aren't listed in the table above. You can check which cookies are used on these platforms using Chrome's built-in cookie view. Just click **Secure** next to the URL bar and then click **cookies**. Make sure that you are viewing our site in "incognito" mode, so that your browser doesn't detect your own cookies too.
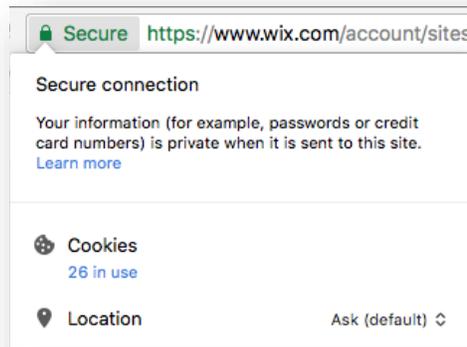
Under the GDPR, we are not required to receive our site visitors' consent when using cookies on our site. However, to ensure that we meet all privacy regulations (such as the ePrivacy Directive), we have added a **Cookie Alert App** to our site to allow visitors to see the cookies used. Just click on the "Cookies" link on our home page to see the cookies used.

How can you withdraw your consent?

You can withdraw your consent for collection of personal information by contacting us using our online contact form or by emailing us. You can delete or change the collected information by adjusting that in your browser. For Example, in Mozilla Firefox you would use the Options and go into the Privacy & Security section and select "clear all data".
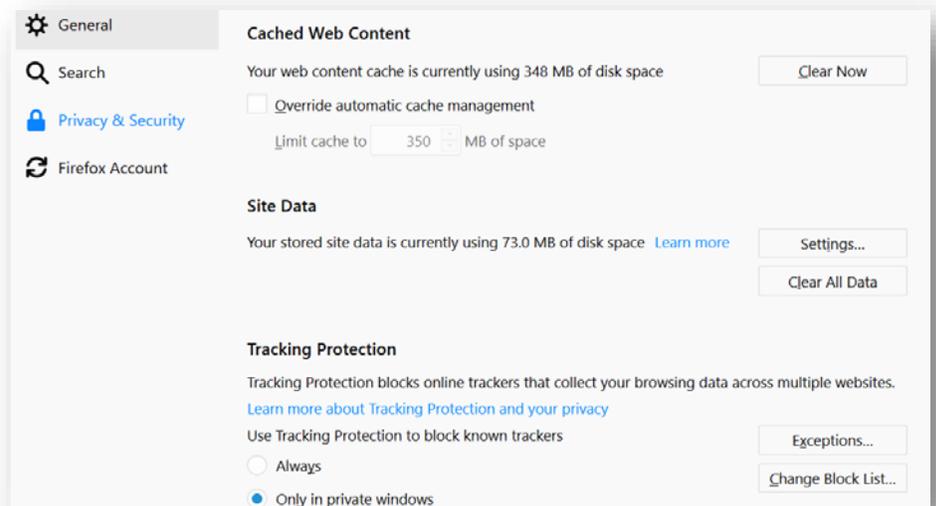
Privacy Policy Updates

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

Questions and Contact Information

If you would like to access, correct, amend or delete any personal information we have about you, you are invited to contact us using our online contact for or our contact email listed on our website.