

## **PRIVACY STATEMENT**

[prsageorgia.org](http://prsageorgia.org)

PRSA Georgia Chapter is firmly committed to the privacy of our members and to others who visit this website. The following discloses our information gathering and dissemination practices for [prsageorgia.org](http://prsageorgia.org).

### **Use of traffic data**

Each time a visitor comes to the PRSA Georgia Chapter website, we collect some information to improve the overall quality of the online experience. We collect the visitor's domain name (e.g., whether the user is logged on from gmail.com or emory.edu), referral data (e.g., we record the address of the last URL a user visited prior to clicking through to our website), and browser and platform type (e.g., Google Chrome or Safari). We collect visitor information for purposes of monitoring the effectiveness of our website as well as usage levels of each content section to better gauge the information most useful to our website visitors. We also count, track, and aggregate the visitor's activity into our analysis of general traffic flows at our website (e.g. tracking where traffic comes from, how traffic flows within the PRSA Georgia website, etc.). To these ends, we may merge the information gathered into a general traffic report for the website, which will be shared with the Georgia Chapter's leadership in determining the effectiveness of the website. The Georgia Chapter will not disclose any personally identifiable information obtained from you via the website without your permission.

### **Use of cookies**

Cookies are a standard Internet technology that allow us to both store and retrieve information on your computer system so that your registration data is not lost as you review other meetings and events offered. These cookies are not used to gather information about visitors to the website. PRSA Georgia uses electronic files known as cookies to store shopping cart information while you are reserving your ticket for member meetings and other Chapter events and activities, as well as member login information.

### **Online registration and forms**

The website's "contact us" form used for requesting additional information requires users to provide us contact information (like their name and email address). This contact information is used to contact members and potential members to send them information about the organization or to answer any questions they might have. Users may opt-out of receiving future mailings from the organization; see the choice/opt-out section below.

Our website uses an order form for customers to register for meetings and other Chapter events and activities. We collect visitor's contact information (like their email address), unique identifiers (like their membership number), and financial information (like their account or credit card numbers). Contact information from the order form is used to send orders to our customers. The customer's contact information is used to get in touch with him or her when necessary. Users may opt-out of receiving future mailings; see the choice/opt-out section below. Financial information that is collected is used to check the users' qualifications and bill the user for products and services. Unique identifiers (such as membership numbers) are collected from website visitors to verify the user's identity and for use as account numbers in our record system. Financial and contact information collected via the website will not be used, sold, licensed or otherwise provided to anyone other than PRSA and the Georgia Chapter, PRSA.

This website contains links to other sites. The PRSA Georgia Chapter ([prsageorgia.org](http://prsageorgia.org)) is not responsible for the privacy practices or the content of such websites.

### **Security**

This website has security measures in place to protect the loss, misuse and alteration of the information under our control. All transaction via credit card are protected via a digital secure certificate. The Georgia Chapter's website offers secure socket layer protection, the standard in electronic commerce for the web. For specific questions about security of information, please refer to the contact information below.

### **Choice/Opt-Out/Correct/Update**

This website gives users the following options for removing their personal information from our database in order not to receive future communications from PRSA Georgia Chapter, or to change or modify information previously provided.

You can email [denise.grant@prsageorgia.org](mailto:denise.grant@prsageorgia.org).

You can send a letter to the following postal address:

PRSA Georgia Chapter  
4971 Staverly Lane  
Norcross, GA 30092  
Attn: Denise Grant

### **Contact Information**

If you have any questions about this privacy statement, the practices of this website, or your dealings with this website, you can contact:

Denise Grant  
PRSA Georgia Chapter  
4971 Staverly Lane

Norcross, GA 30092  
(770) 449-6369

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PRSA Georgia Chapter does not represent or guarantee the truthfulness, accuracy, or reliability of any of communications posted by other users or endorse any opinions expressed by users. You acknowledge that any reliance on material posted by other users will be at your own risk.

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#### Section 6. Indemnity.

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#### Section 7. User Information.

The PRSA Georgia Chapter may use the information obtained relating to you, including your IP address, name, mailing address, email address and use of the website, for its internal business and marketing purposes and may disclose the information to third parties for such purposes. For additional guidelines on the use of information obtained via the website, please see the PRSA Georgia Chapter's Privacy Statement.

#### Section 8. General.

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