

Your privacy

Please read this Privacy Policy carefully to understand our practices regarding your personal data and how we will collect, use and store your personal data. We may update this policy from time to time so please check it regularly. If there are significant updates, we will inform those people with whom we are in regular contact, such as members and email subscribers.

1. Who we are

Association of Ayurvedic Professionals of North America, Inc. (AAPNA) is a 501c6 registered nonprofit organization in the Commonwealth of Pennsylvania with offices at 567 Thomas Street, Suite 400, Coopersburg, PA 18036. AAPNA is a professional membership organization for Ayurvedic professionals worldwide.

2. What personal data we collect and the purposes for which we use it

2.1 What personal data do we hold?

Some examples of the type of information we may collect and hold about you are as follows:

- your full name and your title or an indication of the gender that you most closely associate with;
- birth date, or alternatively a relevant age range;
- postal address;
- telephone number(s);
- email address;
- records of your correspondence with us;
- educational degrees, professional certifications and dates earned;
- professional title(s) used;
- donation and gift aid details (if you donate to us);
- information on volunteer efforts you have made through AAPNA;
- information you enter into our websites and digital products and details of how you use those
- websites and digital products;
- photographs and digital images of individuals;
- logos of companies and educational institutions who are our members and/or sponsors;
- We may also collect, hold and process other personal data where it is appropriate and relevant, for example: details of why you have decided to contact us and how you may have heard about us and the work that we do; details of how you would like to be involved and what you intend to do with the information we provide;

personal data about you that will enable us to be more precise in what we send you or how we approach you; and for purely business-related reasons, including managing relationships with third party and partner organizations.

- We will only process sensitive personal data, also known as special categories of data, with your explicit consent, for reasons of substantial public interests or where necessary for the establishment, exercise or defense of legal claims.

2.2. How and why will we use this personal data?

2.2.1 We will use your personal data to provide you with the information, products or service you have requested from us, including such things as:

- membership benefits, specific events that we run, merchandise from our online shop, responding to your enquiries and requests, attending educational activities and events, and to tell you about our work and our fundraising;
- provide you with other information which we feel may interest you. This may include newsletters, tips, updates, information in relation to fundraising campaigns, voluntary surveys or questionnaires for you to complete, details of any promotions and competitions we are running. We may also send you details of events we think you may be interested in attending;
- analyze and understand how people use our websites and digital products so we can improve and personalize the experience for users and reflect your preferences and previous interactions;
- keep a record of our relationship with you; improve how we communicate with you, and how we operate more generally;
- keep in contact with you in the ways that you have requested or agreed to;
- personalize our services and communications to you (for example, to ensure that they consider your age, location and previous involvement with AAPNA);
- provide you with information about carefully selected third party events, products, campaigns and competitions, where we are permitted to do so;
- notify you about changes to our services;
- administer and process payments you make for products, services and charitable donations made;
- verify your identity and credentials where required to use some of our services and benefits;
- comply with applicable laws and regulations and requests from statutory agencies including for such purposes as health and safety; the detection and prevention of crime and safeguarding; and
- carry out any obligations or provide you with any other services, functionality or content which you specifically request or agree to.

2.2.2 For the avoidance of doubt, AAPNA does not use personal data for automated decision-making which produces legal effects or similarly significantly affects individuals. However, AAPNA may use profiling techniques in certain circumstances for the purpose of evaluating personal data to provide you with more targeted marketing and for the purpose of segmenting our database of clients and visitors so that we can communicate with you in the most relevant way possible. In some cases, we use cookies to do this.

2.3 Fundraising

Charitable giving is very important to AAPNA's ability to achieve its mission. We seek individuals' and companies' support for our work, ranging from appeals for small one-off donations, to large fundraising initiatives for specific projects, through announcements on our website, at conferences and events, and through email, which you may choose to opt-out by emailing us at aapnahelp@gmail.com. We want to ensure that we are contacting you with tailored and appropriate communications, and ensure we direct our resources and fundraising activities as efficiently and effectively as we can. We also want to communicate with you from time to time to thank you for your support and tell you what we have achieved with the help of your donation.

2.4 Research and profiling using information in the public domain

2.4.1 In order that our fundraising is appropriate, respectful, efficient and effective, we may tailor our approaches to different people in different ways. We use information you have given us, sometimes together with data we collect from publicly available sources, to help us decide how best to do this.

2.4.2 If we do collect such information about you, whether jointly or on our own, we will inform you within one month of collecting this information in order to provide you with an opportunity to opt out of your data being used for these purposes. You can also opt out by emailing us at.

2.4.3 We also have an obligation to ensure we are undertaking appropriate due diligence on potential donors, in accordance with federal and state guidelines. And we may collect information from the public domain information for this purpose too.

3. What lawful bases do we rely on to use your personal data?

The legal bases that we rely on for processing your personal data are:

3.1 You have provided us with your consent to use your personal data for a specific purpose:

We will ask for your consent to use your personal data to send you marketing emails and SMS. You always have the right to withdraw your consent at any time.

3.2. It is necessary in connection with the performance of a contract with you:

Sometimes it is necessary to process your personal data so that we can enter contractual relationships with you. For example, if you purchase something from our online shop, or become a member, we will require your personal data to enable us to perform our agreement.

3.3. It is necessary for compliance with a legal obligation to which we are subject:

This would include where we must retain certain records, for example, to manage health and safety, for the detection and prevention of crime, safeguarding obligations, for maintaining suppression lists to ensure we comply with marketing laws, for tax reasons (such as those related to gift aid donations), and undertaking due diligence before accepting certain donations or entering certain relationships.

3.4. It is within our legitimate interests:

Applicable law allows personal data to be collected and used if it is reasonably necessary for our legitimate interests or a third party's legitimate interests (if the processing is fair, balanced and does not unduly impact individuals' rights). We will rely on this ground to process your personal data when it is not practical or appropriate to ask for your consent, and where we are confident that this will not impact your rights. This may include where we undertake research on individuals including before we proactively contact them, as set out in Sections 4.2 and 4.3. Our legitimate interests include raising funds for a variety of activities to support our charitable objectives. We have a legitimate interest in publicity and income generation, campaigning and fundraising to support our charitable objectives and undertaking due diligence to establish the provenance of donations that are made, or may be made, to us.

Where you have provided your details to us, we may contact you by post and phone for certain marketing and fundraising activities as set out in section 5 below (but we will explain this to you at the point that we collect your details). You can opt out of this activity at any time by emailing us on aapnahelp@gmail.com.

We will also rely on our legitimate interests for the proper administration of AAPNA, and to manage our operations (for example, maintaining appropriate

records and databases, for the detection and prevention of crime and safeguarding all those who access our premises and facilities).

When we process your personal data to achieve such legitimate interests, we consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws. We will not use your personal data for activities where our interests are overridden by the impact on you, for example where use would be excessively intrusive (unless, for instance, we are otherwise required or permitted to by law).

Please see the section above for the limited legal basis for when we process sensitive personal data.

4. How we collect personal data

We collect information about you:

4.1 When you give it to us directly

You may give us your personal data to receive information from us; become an AAPNA member; buy products or services (or request information about these); when you donate to us; when you respond to a survey or when you otherwise engage with us on our websites and digital products.

4.2 When a third party provides us with your personal data

Your personal data may be shared with us by third parties in certain circumstances. This may include (but is not limited to) individuals who may purchase products or services on your behalf, schools or other institutions who work with us or receive our services, by mutual contacts who recommend you to us or buy goods and services on your behalf or as a gift, and by our partners who may host and run events (or help to run and host events) at our premises, or run competitions or prize draws jointly with us. Where appropriate you should check any Privacy Policy of any third party when you provide your personal data to them to understand fully how they will process your personal data.

4.3 When it is available publicly

We may combine personal data you provide to us with personal data available from external publicly available sources such as Companies House and published articles and newspapers. Depending on your privacy settings for social media services, we may also access personal data from those accounts or services. We use this personal data to gain a better understanding of you, and to improve our communications and fundraising approaches (see section 3 above).

4.4 When you use our websites and digital products

We may collect personal data about you when you use our websites and digital products. Whenever you input personal data into our website (for example, if you purchase a product or request information, support us through our website, or download any of our resources), we will collect the personal data that you give to us.

We use “cookies” to identify you when you visit our websites and digital products. Amongst other things this helps us to understand our website users and may enable us to improve the website experience for you and/or other users.

We may collect other personal data from your use of the websites, such as your IP address and access times.

We may link our websites directly to other sites. This privacy policy does not cover external websites and we are not responsible for the privacy practices or content of those sites. We encourage you to read the privacy policies of any external websites you visit.

5 Communications and marketing

5.1 We may contact you by post, telephone, and, where you have provided consent, by e-mail, to let you know about our events and activities (and we may also mention those of third parties, particularly where they are collaborating with us or sponsoring our events) that might be of particular interest to you; offers and promotions, or about the work of AAPNA more generally; and to request donations and provide you with information about and the opportunity to participate in our fundraising activities. We provide the opportunity for you to opt-out from receiving our marketing communications every time we contact you.

You can opt-out from receiving our marketing communications, or update your contact preferences at any time by emailing: aapnahelp@gmail.com.

5.2 Social media targeting

If you are a social media user, we will use certain social media tools as part of our relationship with you. These tools include such things as Facebook and Instagram Custom/Lookalike Audiences, Google Customer Match/Similar Audiences, Twitter Tailored/Lookalike Audiences and LinkedIn Matched Audiences. Through using these tools, we will provide some of your data to the social media platform / organization to allow them to identify your social media profile with them. The social media platform / organization will then show you relevant

advertisements relating to AAPNA which we think you will be interested in seeing on your newsfeed.

The social media platform / organization will also use your profile to identify those with similar characteristics to you who we think may also be interested in finding out more about AAPNA and the work we do. These identified individuals will then be shown advertisements about AAPNA on their newsfeed. This activity is governed by the social media platform's own privacy policy and terms and conditions, so please do refer to these documents if you require any further information about this activity.

6. Data sharing

We do not sell your information under any circumstances. We may from time to time share your personal data with third parties for them to use for marketing purposes or for us to use jointly with a third party where we are embarking upon a joint fundraising project. However, we will only ever do this where you have given us permission to do so or where we are carrying out joint research as detailed in section 2.4.2. We may also, in certain circumstances, receive your details from charitable giving platforms, in accordance with a platform's privacy policy. For example, where you donate to AAPNA through an online platform, they may then give us your address so that we can write to you and say thank you. Please do review any such policies before giving your data to these platforms, to ensure that you are happy for your data to be shared in this way.

AAPNA works with service providers and other third parties who help us to operate and to provide and improve our information, products and services, and we may share information with them for this purpose. Whilst we may allow our staff, consultants and/or external service providers acting on our behalf to access and use your personal data for the activities we have described in this policy (e.g. to provide services or products to you, deliver mailings, to analyze data and to process payments), we only permit them to use it to deliver the relevant information, goods or services, and only if they apply an appropriate level of security protection.

We may need to disclose your personal data upon request to regulatory and government bodies as well as law enforcement agencies. We may also merge or partner with other organizations and in so doing, acquire or transfer personal data but your personal data would continue to be used for the purposes set out above.

The personal data we collect from you may be transferred to, shared and/or otherwise processed by organizations or companies outside the European Economic Area (“EEA”). Where your personal data is transferred outside the EEA, we will take reasonable steps to ensure that the recipient implements appropriate measures to protect your personal data (for example, by including EU Commission approved standard contractual clauses).

Unfortunately, the transmission of personal data via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your personal data transmitted to or via our websites and digital products; any transmission is at your own risk. If you have any questions about the international data transfer of your personal data, please contact us using the details below in section 11.

7. How we keep your personal data safe and who has access to it

We are committed to ensuring that there are appropriate technical controls in place to protect your personal data including protection from misuse and unauthorized access. For example, our network is protected and routinely tested.

Your information is only accessible by staff and contractors who are bound by appropriate policies and procedures to protect your information

8. Your rights

Please note that you may only use / benefit from some of the following rights in limited circumstances.

8.1 Right to restrict processing

In certain circumstances, you have a right to require us to stop processing your personal data in a particular way.

8.2 Right to erasure

You have the right to request that your personal data is erased from our records in certain circumstances.

8.3 Right of access

You have a right to ask for a copy of the personal data we hold about you. If you want to access your personal data, please send a description of the personal data you want to see and proof of your identity by postal mail to AAPNA, 567 Thomas Street, Suite 400, Coopersburg, PA, 18036.

8.4 Right to rectification

We also want to make sure that your personal data is accurate and up to date. Please let us know if your details change. You may also ask us to correct or remove personal data which is inaccurate.

8.5 Right to object

You can also opt-out of receiving all or some of our marketing/ fundraising communications or request that we stop processing personal data about you for certain purposes at any time by contacting us using the details below.

8.6 Right to data portability

In certain circumstances you have a right to data portability which means we will provide you (or a third party you nominate) with your personal data in a structured, commonly used and machine-readable format.

9. Complaints

If you are unhappy with the way in which we have handled your personal data, please contact us using the details below.

Please let us know if you have any queries or concerns about the way that your personal data is being processed by us by contacting us at AAPNA, 567 Thomas Street, Suite 400, Coopersburg, PA 18036.

10. Data retention

We keep personal data for as long as there is a need to keep it in connection with the purposes for which it was collected. We may keep your personal data after a particular matter or exchange has concluded but purely for record keeping purposes and to be able to respond to queries. In some cases, we are also obliged to retain your personal data to comply with legal or statutory obligations (for example, to keep records of contractual or financial matters).

Whilst the specific time periods vary depending on the circumstances, in general we will not keep records that include personal data for more than 10 years after a particular matter or exchange has concluded. If you ask us to stop sending you marketing communications, we will retain certain details, such as your name and email address, but only to ensure that you are not contacted again.

11. Contact

For all enquiries in respect of this privacy policy, please contact AAPNA at: AAPNA, 567 Thomas Street, Suite 400, Coopersburg, PA 18036

12. Websites and digital products

In this policy “websites and digital products” refers to all AAPNA websites, including the primary AAPNA website found at www.aapna.org and all our digital products, such as email, applications and digital channels, including social media.

13. Changes to this privacy policy

We keep our privacy policy under regular review. This privacy policy was last updated in June 2018.