



NMA's Privacy Policy

NMA ... THE Leadership Development Association (legally registered as The National Management Association, Inc.) respects its members, the privacy of its members, and other visitors to its website and users of any other Association services. NMA strongly believes that if electronic commerce and online activities are to flourish, members and other consumers must be assured that information provided online is used responsibly and appropriately. To protect both member data on NMA's servers and in declaring the intent for online privacy, NMA has implemented the following policy. Much of this statement reflects a similar policy declared by ASAE, the American Society of Association Executives, as well as security measures utilized by other professional societies.

What Types of Information Does NMA Collect?

From a comparison point of view, NMA collects very little information on its members – and anything beyond one's name and affiliation status (chapter member, spousal member, or Individual Member) is voluntary. Most data NMA collects are used only to help us better serve our members. It is our general policy to collect and store only personal information that our members and visitors knowingly provide.

From General Users. NMA does not collect any personal information from users browsing its website. Only aggregate data -- such as the number of hits per page -- are collected. Aggregate data are only used for internal and marketing purposes and do not provide any personally identifying information.

From NMA's Members, Conference Registrants, and Other Customers. To gain access to members-only resources and personalization features on nma1.org, members and other users are asked to register and provide some limited information. This information is submitted voluntarily. NMA asks users to provide their name, a Member I.D. based upon their membership status, and then asked to create a one-time security passcode of their own choosing. Similar information (plus mailing/shipping addresses and email addresses) may be submitted to NMA through membership applications, conference or workshop registrations, and publication/materials orders. Additionally, for some e-mails sent in HTML format by NMA to its members through its listservs and electronic newsletters, we will collect specific information regarding what the recipient does with that email. For those emails, NMA will monitor whether a recipient subsequently clicks through to links provided in the message. Other information collected through this tracking feature includes: email address of a user, the date and time of the user's "click," a message number, name of the list from which the message was sent, tracking URL number and destination page. NMA only uses this information to enhance its products and distribution of those products to its members. This information is not sold or distributed in any other manner.

How Does NMA Control Your Personal Information

The Association uses information voluntarily submitted by members and other customers in the following ways:

NMA Member Services and Products. Generally, NMA uses data collected to improve its own web content; to respond to visitors' interests, needs and preferences; and to develop new products and services.

Disclosures to Third Parties. NMA will not sell your personal information to other organizations, businesses, or entities. On occasion, NMA may also provide limited data to third parties that offer products and services that qualify as the association's "affinity programs". NMA limits "mailings" (via snail mail or e-Blasts) from our affinity partners and reviews them prior to release. Related limited data include only names and the preferred snail mail and/or e-mail address you submitted to your chapter and/or to NMA Headquarters. We do not share business addresses or personal or business phone numbers. Members may provide such information when ordering NMA products, but that information is not shared with additional parties. **Please note:** NMA members may request that NMA refrain from disclosing the data it collects to third parties on the membership application form, conference registration form or any other form on which they are providing information; an opt-out box will appear when and where appropriate on e-blasts and other communications from NMA. Alternatively, members may contact NMA at nma1.org or 937/294-0421 to have their names and addresses removed from any and all distribution lists.

Disclosure of Personal Information. NMA may disclose your personal information if required to do so by law or in the good-faith belief that such action is necessary to: 1.) satisfy a legal order or comply with legal processes; 2.) defend the rights of NMA or its affiliates or business partners; or 3.) protect the personal safety of NMA employees, agents, affiliates, business partners, customers, or website users.

Credit Card Account Information. NMA does not disclose credit card account information provided by its members and customers. When members and customers choose to pay using their credit cards, NMA submits the information needed to obtain payment to the appropriate clearinghouse. The Association's website utilizes an SSL (Secure Sockets Layer) with online credit card transactions, thereby establishing an encrypted link between our webserver and any browser. This link ensures that all data passed between the two remain private and integral.

Access to Your Personal Information. NMA members may register for "MyNMA", a personal account system for the NMA website. It is accessed via a username or email and a private password selected by the member. Still under development, MyNMA allows for a personalized membership experience, by allowing access to exclusive, members-only content. In addition, there are social-networking features which allow members to interact with one another. All members can review and edit their personal information at any time by signing in to their MyNMA account.

How Does NMA Use Cookies?

Cookies are files that contain information created by a web server that can be stored on a User's hard disk for use either during a particular session ("per-session" cookie) or for future use ("persistent" cookie). NMA uses cookies only to facilitate automated activity, store and track passwords, determine appropriate solicitations, and review navigation patterns. Cookies are not used to disseminate significant information about Users over the Internet or to analyze any information that Users have knowingly or unknowingly provided. When a user registers, the system may ask whether the user approves of the attachment of a cookie. Users may instruct their Internet browsers to opt out of accepting a "persistent" cookie and rather accept only a "per-session" cookie, but will need to login each time they visit the site to enjoy the full benefits. If the user declines the attachment of any cookie, the user may not have access to the full benefits of the website. Registration enables the site to better determine members' interest areas and provide the most relevant information.

What Privacy Issues Arise With Links To Other Sites?

The NMA website may occasionally provide links to other web sites. NMA has no control over and is not responsible for the privacy policies or content of such sites.

Are There Avenues of Redress Available?

If any User suspects NMA has handled its personal information in a manner that does not comply with this privacy statement, please [contact us](#) via email or by calling 937/294-0421.

Privacy Policy Determination and Updates

NMA reserves the right to change this Privacy Policy at any time to address changes to its information collection, disclosure, use practices, or changes in the law. Changes to NMA's Privacy Policy require the approval of the NMA Executive Board. The latest Privacy Policy will be effective upon its posting on the NMA website, easily accessible from any page via the website's footer.