



## Privacy Policy

Last Updated: January 2022

The Manufacturers Association of Central New York (MACNY) and Manufacturers Alliance Intermediary Apprenticeship Program (MIAP) (“We” or “Us”) respect your privacy and are committed to protecting it through our compliance with this policy.

This online Privacy Policy (“Policy”) describes how we collect, share, use, and protect information when you visit <https://www.macny.org> (“Websites”), and for any other site we own or operate, unless otherwise stated. For more information about our collection practices for <https://www.nysapprenticeship.org/>, please visit the privacy policy posted on that website.

The Policy does not apply to information collected by any third party including through any application or content (including advertising) that may link to or be accessible from or on the Websites.

Please read this Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is to not use our Websites. By accessing or using the Websites, you agree to this Policy. This Policy may change from time to time (*see Changes to Our Privacy Policy*). Your continued use of this Website after we make changes is deemed to be an acceptance of the updated Policy. Please check the Policy periodically for updates.

This Policy applies to information we collect:

- On the Websites.
- In email, text, and other electronic messages between you and the Websites.
- From our affiliates, any of our service providers or your selected providers (collectively “Business Partners”), collected to provide our services to you (“Services”).
- When you contact us.

It does not apply to information collected by any third party including through any application or content (including advertising) that may link to or be accessible from our Websites.

### Information We Collect and How We Collect It

We collect different types of information from and about users of our Websites. Through the use of our Websites, we may collect (the below collectively, “Your Information”):

- Personal Identifiable Information: By which you may be personally identified, including but not limited to name and email address, title, and employer information and employment history, address, phone number, resume data, or other information you provide to us in which you may be personally identified (“Personal Information”).

We may also collect information that you provide when you chose to build a profile and apply directly for jobs through the MACNY portal. Such information includes, in addition to the above, gender, race, veteran status and disability status. All such additional categories are optional, and include an opt out choice. Any such information you chose to provide shall be considered “Personal Information” under this Policy, and MACNY shall use commercially reasonable efforts to protect such information.

We may also collect information from high school and college students in regards to scholarships offered by MACNY. This may include transcript information, including student ID numbers, addresses, etc. Such information shall only be used concerning scholarship consideration, and MACNY shall use commercially reasonable efforts to protect such information.

- Usage Data: Data may be collected from you automatically when you access our Websites about how you access and use the Websites (“Usage Data”). Usage Data may include information such as your device’s Internet Protocol address (e.g. IP address), the time and date of your visit, the time zone in which you are visiting from, and other diagnostic data.
- Aggregate Data: We may collect data that is about you but individually does not identify you, such as statistical information and analytic data relating to our Website usage.
- Payment Information: When you make purchases online through our Website, you must submit your name, your credit card number and billing information for credit card verification purposes. This information allows our credit card processor to process and fulfill your purchase. The payment information you provide is transmitted securely by SSL encryption. MACNY does not have access to your entire credit card number or other card information, and your sharing of such information is governed by our payment processors applicable privacy policy and terms of use.

We collect information:

- Directly from you when you provide it to us such as when you register with us.
- When you correspond with us, such as records or copies of correspondence (including email addresses) if you contact us.
- Automatically as you navigate through the Websites.

We may use Your Information for the following purposes:

- To present our Website and its content to you.
- To provide you with information, products, or services that you request from us.
- For the performance of a contract, including to carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To contact you by email, telephone calls, or other equivalent forms of electronic communication, regarding updates or informative communications.
- To provide customer support.

- To detect, prevent, and address technical issues and to improve our Websites and services.
- To prevent and detect criminal and/or fraudulent activity that would be damaging to you and us.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- In any other way we may describe when you provide the information.
- To fulfill any other purpose for which you provide it.
- For any other purpose with your consent.

Please be aware that we may combine information we collect about you with general information or research data we receive from other trusted sources. If we do so, this Policy governs any combined information that we maintain in personally identifiable format.

## **Technologies Used for Automatic Data Collection**

### Cookies:

We may use “cookies” to collect certain information, specifically Usage Data, to ensure that you get the most out of our Websites. A cookie is a file stored on your computer or device to uniquely identify your browser or to store information or settings on your computer or device. For example, when you visit one of our Websites again, the cookie allows the Website to recognize your browser. Cookies allow us to monitor usage of the Websites, improve the Websites’ usability, and to personalize the content for you.

If you do not wish to receive cookies for these purposes, you may change the settings on your internet browser to reject cookies. Please note that if you do set your browser to reject cookies, you may not be able to use all of the features of our Websites. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Websites.

### Google Analytics and reCAPTCHA:

Google Analytics and reCAPTCHA are web analytics websites offered by Google that tracks and reports website traffic and protect against malicious software. Google uses the data collected to track, monitor, and protect the use of our Website. This data is shared with other Google Websites. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Website available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visit activity. For more information on the privacy practices of Google, please visit the Google Privacy Terms web page <https://policies.google.com/privacy?hl=en>

### Third Party Cookies and Tracking Technologies:

Third party service providers that we partner with may also place their own cookies on your device. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you. The information that they collect may be associated

with your Personal Information or they may collect information, including Personal Information, about your online activities over time and across different websites and other online services. We do not control these third parties' tracking technologies or how they may be used. Note that this Privacy Policy covers only our use of cookies and does not include use of cookies by any third parties.

### **Third Party Links**

Our Websites may link to external sites that are not operated by us, including social media websites and applications, that are operated by third parties. Please be aware that we are not responsible for the privacy practices of any third party, including any third party with whom we have an affiliation or business relationship with. We do not control and do not accept any liability or responsibility for those websites and this Privacy Policy does not apply to those websites. Please consult the terms and conditions and privacy policies of those external websites to find out how they collect and use Your Information and to establish whether they use cookies and what they use them for.

We may receive some information that you submit to a third-party website or application that you access through our Websites.

### **How We Use Your Information**

We use, or may use in the future, Your Information, including any Personal Information:

- To register you for use of our Websites.
- To, with your consent, subscribe you to our Website.
- To verify your identity.
- To respond to requests and communicate with you.
- To present our Website content to you.
- To provide you with information that you request from us.
- To fulfill any other purpose for which you provide it.
- To notify you about changes to our Websites.
- To allow you to participate in interactive features on our Websites.
- To prevent and detect criminal and/or fraudulent activity that would be damaging to you and us.
- To comply with and enforce applicable legal requirements, relevant industry standards, contractual obligations and our policies; and
- For any other purpose with your consent.

We do not sell or rent your Personal Data.

### **Disclosure of Your Information**

We may disclose aggregated information about our users and information that does not identify any individual, without restriction.

We may disclose Personal Information that we collect, or you provide as described in this Policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we partner with to provide our services or we use to support our business.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information or information held by us about our users is among the assets transferred.
- To fulfill the purpose for which you provide it. For example, if you provide us with an email address for us to contact you, we will transmit the contents of that request and contact you.
- For any other purpose disclosed by us when you provide the information.
- For any other purpose with your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce our agreements or applicable contracts or other legal documentation.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of our customers, our organization, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

### **Choices About How We Use and Disclose Your Information**

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's [website](#). If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- **Promotional Offers from MACNY.** If you do not wish to have your email address or contact information used by MACNY to promote our own or third parties' products or services, you can unsubscribe by contacting us via email at [info@macny.org](mailto:info@macny.org) or by clicking the "unsubscribe" link located at the bottom of an email sent by us.

We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's [website](#).

### **Accessing or Correcting Your Information**

You can review your personal information by logging into the [Website](#) and visiting your account profile page. You can email us at [info@macny.org](mailto:info@macny.org) to request access to, correct or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

### **Data Security**

The security of our users' information is important to us. We use reasonable physical, electronic, and procedural safeguards including encryption and cryptography to protect and limit unauthorized access,

acquisition, or disclosure, destruction, alteration, accidental loss, misuse, or damages of our users Personal Information. But remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect Personal Information, we cannot guarantee its absolute security.

### **International Transfers of Personal Information**

The Personal Information we collect is stored and/or processed where we or our partners, affiliates, and third party providers maintain facilities and is only intended for use by those in the United States. If you are visiting this website from outside the United States, such use is at your own risk.

### **Changes to This Policy**

At our discretion, we may change our Privacy Policy at any time for any reason, including but not limited to reflect updates to our business processes, current acceptable practices, or legislative or regulatory changes. If we decide to change this Privacy Policy, we will post the new Privacy Policy on this page.

If required by law, we will get your permission or give you the opportunity to opt in to or opt out of, as applicable, any new uses of your Personal Information. The date the Policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this Policy to check for any changes.

### **Contact Us**

For any questions or concerns regarding your privacy or this Policy, you may contact us at:

Phone Number: 315-474-4201

Email address: [info@macny.org](mailto:info@macny.org)