



Privacy Statement

As a member of the photo industry, you often provide PMA (Photo Marketing Association International* and PMA Services Inc.) with important information about yourself and your business. PMA believes it is our responsibility to safeguard this valuable personal information. All personal information that is provided to us will be handled in accordance with this Privacy Statement and/or as described at the time of collection, use or disclosure of such information. This Privacy Statement applies to the collection, use and disclosure of personal information in both the United States and Canada.

Personal Information

Personal information, as discussed in this Privacy Statement, includes any information about an identifiable individual, such as contact, employment and credit information, but does not include any information that is considered by applicable privacy laws to be publicly available, for example, information appearing in a public telephone directory.

How We Collect Information

We limit our collection of personal information to information obtained directly from individual people and business. This is done by accessing information from the following sources:

- Membership applications and renewals;
- Trade show, conference and seminar registrations;
- Magazine, publication and subscription orders;
- Past transaction(s) with PMA and PMAS and any existing transaction(s) with PMA or PMAS;
- Transaction(s) with our affiliates; and
- Direct communication with individuals, businesses and their agents via telephone, facsimile, e-mail and first-class mail.

PMA Website

PMA tracks visitors to their public website for statistical purposes. The site captures limited information about visits. **No personally identifiable information is collected**, only aggregate data, such as the number of hits per page.

For members-only web pages, accessible only by authorized members, names of the members, e-mail addresses and passwords are captured to authenticate levels of access and track the number of times members have visited the site.

Links to other Internet sites are included as a convenience to our visitors. *PMA is not responsible for the content or privacy practices of any linked site.*

Why We Collect Information and How We Use It

We collect, maintain and use the personal information you have voluntarily submitted to contact you, including via e-mail, in response to your comments or requests for information, or to contact you if needed in the course of processing and shipping your order for the products or services offered over our website.

Personal information is also used to assist PMA and PMAS in developing new products and services, improving Web content, improving the quality of PMA Trade Shows, providing members and non-members with information about recent developments in the photo industry and including keeping them informed about official PMA business relating to your annual convention and the election of officers.

Information Sharing and Transfer

With the exception of the information sharing methods discussed below, PMA will not trade, sell or share your personal information with any other business, organization or association without your consent, unless required to do so by law or as disclosed to you when the information is collected.

We may disclose your personal information to a company or individual employed by PMA to perform functions on our behalf, such as research or data processing. Any such disclosure of a customer's personal information outside of PMA is made on a confidential basis with the information to be used only for the purposes for which it was disclosed.

We may elect to send mailings and e-mail information from other organizations to our members and customers, with the approval of the Executive Director of PMA or PMAS, but the mailings will always originate with PMA or PMAS.

We do not disclose credit card account information provided by our members and customers, except to the appropriate banking institutions and/or clearinghouses in order to obtain debit authorization and payment.

On occasion, members of PMA will either request information or seek assistance from PMA with regard to various legal topics and issues. Any personal information that is collected by PMA during the course of the legal analysis and investigation will be held in the strictest confidence. This personal information will not be shared with any outside organization or other members of PMA, except the PMA legal counsel, without the prior written consent of the member.

Your personal information will generally be stored in PMA and PMAS databases, which are located in the United States and Canada. Additional information may be stored in databases located in countries where PMA maintains offices. However, our policy is to ensure that your information is always granted the same level of protection no matter where it is stored.

Concerns and Complaints

Individuals and businesses have the right to review their personal information to ensure its accuracy and to confirm our compliance with this policy. Those with questions or concerns regarding the treatment of their data or personal information, or who wish to review their data, should contact the following:

Steven Noble, Privacy Officer
PMA
3000 Picture Place
Jackson, Michigan 49201
517-788-8100

Notification of Changes

We reserve the right to change this Privacy Statement. Individuals are bound by any revisions, and may wish to visit this web page periodically to review the most recent Privacy Statement.

Last Updated: August 15, 2006