

## General

This Privacy Policy sets out how the Global Alliance of Publication Professionals (GAPP) uses and protects any information that you provide to us either through our registration process or as a visitor when you use our website. GAPP is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using our site, you can be assured that it will only be used in accordance with this Privacy Policy. GAPP may change or update this policy from time to time by updating this page. You should check this page periodically to ensure that you are happy with the changes. This policy is effective from the 1st of January, 2012.

## Information that GAPP collects

We collect both general non-personal information and specific personal information depending on your use of our website and services.

### General Information

Like most website operators, GAPP collects non-personally-identifying information of the sort that web browsers and servers typically make available, such as browser type, language preference, referring site, and the date and time of visits. GAPP also collects aggregate traffic data related to the use of our web site and related services.

### Guest Users

Visitors to our websites may use many of the features and functionality provided without any need to register or to provide us with personally identifiable information.

## What we do with the information we gather

GAPP requires the above information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping
- Follow traffic flow to the site.
- To improve our products and services
- GAPP may offer certain pages which allow a user to opt-in to receiving certain materials including newsletters, announcements of new features or functionality, and surveys.

## What we do NOT do with the information we gather

GAPP wishes to protect your privacy, which is why we do **NOT** do the following:

- We will **NOT** provide your name or email addresses to third parties
- We do **NOT** release your postal addresses or other personal information to third parties.

GAPP does not share your information with third parties outside of the scope described in this Privacy Policy, but certain information may be analyzed using third party software or services such as Google Analytics.

## How we use Cookies

The GAPP website currently does NOT use cookies.

## **Links to other Websites or Affiliates**

The GAPP website may contain links to other websites or affiliates. Once you use any of these links you may leave our site. You should note that we do not have any control over other websites, and therefore, we cannot be responsible for the protection and privacy of any information that you provide while visiting such sites. These sites are not governed by the GAPP Privacy Policy. You should exercise caution and look at the privacy policy applicable to the website in question.

## **Protection of Certain Personally-Identifying Information**

GAPP discloses potentially personally-identifying information only to those of its members, contractors and affiliated organizations that (i) need to know that information in order to process it on behalf of GAPP or to provide services at the GAPP website, and (ii) that have agreed not to disclose it to others. GAPP will not rent or sell potentially personally-identifying and personally-identifying information to anyone. Other than to its members, contractors and affiliated organizations, as described above, GAPP discloses potentially personally-identifying and personally-identifying information only in response to a subpoena, court order or other governmental request, or when GAPP believes in good faith that disclosure is reasonably necessary to protect the property or rights of GAPP, third parties or the public at large. GAPP takes all measures reasonably necessary to protect against the unauthorized access, use, alteration or destruction of potentially personally-identifying and personally-identifying information.

## **Business Transfers**

If GAPP or its assets were acquired, or in the unlikely event GAPP goes out of business or enters bankruptcy, user information would be one of the assets that is transferred or may be acquired by a third party. You acknowledge that such transfers may occur and that any acquirer of GAPP may continue to use your personal information as set forth in the GAPP Privacy Policy.

## **Questions or Contact Us**

If you have questions about this Privacy Policy please email us at: [Privacy@GAPPTeam.org](mailto:Privacy@GAPPTeam.org). We work hard to respond to most emails within 1 or 2 business day of receipt.

## **Change log:**

This is the first version of the privacy policy, and is effective January 1, 2012.