

## **RAM Privacy Policy**

Protecting your private information is our priority. This Statement of Privacy applies to [www.retailersma.org](http://www.retailersma.org) and the Retailers Association of Massachusetts and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to Retailers Association of Massachusetts include [www.retailersma.org](http://www.retailersma.org) and RAM. The RAM website is an industry association membership site providing news, information, and product offerings. By using the RAM website, you consent to the data practices described in this statement.

### **Privacy Compliance Certification**

RAM has Payment Card Industry Data Security Standard Merchant Compliance certification.

### **Collection of Your Personal Information**

In order to better provide you with products and services offered on our Site, RAM may collect personally identifiable information, such as your:

- **First and Last Name**
- **Mailing Address**
- **E-Mail Address**
- **Phone Number**
- **Employer**

If you purchase RAM membership through the Site, we collect billing and credit card information. This information is used to complete the purchase transaction.

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services available on the Site. These may include: (a) registering for an account on our Site; (b) responding to member surveys or calls to action; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services on our Site. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We also may gather additional personal or non-personal information in the future.

### **Use of your Personal Information**

RAM collects and uses your personal information to operate its website and deliver services you have requested. RAM may also use your personally identifiable information to inform you of other products or services available from RAM and its affiliates.

### **Sharing Information with Third Parties**

RAM does not sell, rent or lease its customer lists to third parties.

RAM may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. RAM may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer

support. Or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to RAM, and they are required to maintain the confidentiality of your information.

RAM may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) confirm to the edicts of the law or comply with legal process served on RAM or the Site; (b) protect and defend the rights or property of RAM; (c) act under exigent circumstances to protect the personal safety of users of RAM, or the public.

### **Tracking User Behavior**

RAM may keep track of the websites and pages our users visit within RAM, in order to determine what RAM services are most popular. This data is used to deliver customized content and advertising within RAM to customers whose behavior indicated that they are interested in a particular subject area.

### **Automatically Collected Information**

Information about your computer hardware and software may be automatically collected by RAM. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the services, to maintain quality of the service, and to provide general statistics regarding use of the RAM website.

### **Use of Cookies**

The RAM website may use “cookies” to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a webpage server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize RAM pages, or register with RAM site or services, a cookie helps RAM recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing address, shipping addresses, and so on. When you return to the same RAM website the information you previously provided can be retrieved, so you can easily use the RAM features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you chose to decline cookies, you may not be able to fully experience the interactive features of the RAM services or websites you visit.

### **Links**

The website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

### **Security of your Personal Information**

RAM secures your personal information from unauthorized access, use, or disclosure. RAM uses the following methods for this purpose:

- SSL Protocol

When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

We strive to take appropriate security measures to protect against unauthorized access to or alteration of your personal information. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) security, integrity, and privacy of any and all information and data exchanged between you and us through this Site cannot be guaranteed.

### **Children Under Thirteen**

RAM does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

### **E-mail Communications**

From time to time, RAM may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/ or other general communication. In order to improve our services, we may receive a notification when you open an email from RAM or click on a link therein.

If you would like to stop receiving marketing or promotional communications via email from RAM, you may opt out of such communications by clicking on the "Unsubscribe" button contained in the communication or calling RAM at 617-523-1900.

### **External Data Storage**

We may store your data on servers provided by a third party hosting vendor with whom we have contracted.

### **Changes to this Statement**

RAM reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address

specified in your account, by placing a prominent notice on our site, and/or by updating any privacy information on this page. Your continued use of the Site and/or services available through this Site after such modifications will constitute your: (a) acknowledgement of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.

### **Contact Information**

RAM welcomes your questions or comments regarding this Statement of Privacy. If you believe that RAM has not adhered to this Statement, please contact RAM at:

Retailers Association of Massachusetts  
18 Tremont Street, Suite 810  
Boston, MA 02108  
Email address: [info@retailersma.org](mailto:info@retailersma.org)  
Telephone number: 617-523-1900

Privacy Policy effective as of January 7, 2020