



HNBA's Website Privacy Policy

Last updated: July 17, 2023

This Privacy Policy describes how the Hispanic National Bar Association and HNBA Vision in Action Fund (collectively, the "HNBA") collects, uses, or discloses personal information we receive through our website (<https://www.HNBA.com/>), any microsites, related Subdomains, redirects, emails, mobile applications, and other related online or offline applications or services we may offer (collectively, the "Digital Services"). This policy also describes your choices about the collection and use of your information. Note that if you have a contractual relationship with us, the terms of that relationship will control and only those terms within this Privacy Policy that do not conflict with such separate agreement shall apply. This Privacy Policy does not cover information we receive from third parties. If you have any questions regarding this Privacy Policy, please contact us at elopeztello@hnba.com.

Please read the Privacy Policy carefully before you start to use our Digital Services. By using the Digital Services, you agree to be bound and abide by our posted [Terms of Use](#) (the "Terms") and this Privacy Policy. If you do not agree to both the Terms and our Privacy Policy, or if you violate them in any way, your right to access or use the Digital Services is terminated. Accordingly, when you use the Digital Services, you should check the date of this Privacy Policy (which appears at the top) and review any changes since you last reviewed the Privacy Policy.

PLEASE SEE SECTIONS 11-13 IN OUR TERMS REGARDING YOUR LEGAL RIGHTS IN ANY DISPUTE INVOLVING OUR DIGITAL SERVICES, INCLUDING MANDATORY ARBITRATION AND A WAIVER OF RIGHTS TO A JURY TRIAL OR CLASS ACTION.

Protecting your personal information is our priority.

1. How We Collect Information

We may collect information about you by various means, including:

- Directly from you, both online and offline (e.g., meetings and events);
- Through our websites, any mobile apps, and other connected devices and services (e.g., webinar portals);
- From organizations we partner with, for example vendors at our conferences and events;

- By combining information from different sources, including online and offline data; and
- From other sources and social media platforms that you may use to engage with us.

2. Types of Information We Collect

HNBA overall collects two types of information from users of our Digital Services: (i) personal information which is information that you provide that can be used to identify you (such as your name, email address, etc.); and (ii) aggregate information which is information that cannot be used to identify you (such as frequency of visits to the Site, browser type, etc.). In order to better provide you with our services, HNBA may also collect the following sub-categories of information:

- *Profile and subscription information*, such as your name, mailing address, e-mail address, phone number, and usage and subscription preferences, and user credentials for any access-restricted Digital Services we provide;
- *Transactional information* including payment information and purchase history if you have paid for membership, to attend events, or if you otherwise purchased goods or services from us;
- *Survey information* in response to questions we may send you through the Digital Services, including for research purposes and to improve our services;
- *User Content* you may provide to publicly post via the Digital Services if we permit (e.g., presentation materials and recordings from our events, articles and publications, social media content, discussion forums, and other materials) along with any information you provide about yourself and the content—this may also include metadata associated with your content (such as location and date/time information embedded in pictures);
- *Communications* between you and us, such as via e-mail, mail, phone or other channels;
- *Offline activity* you engage in with us, such as when attending our events; and
- *Online User Activity* described in the next section.

If you provide us with information regarding another individual, you represent that you have that person's consent to give us his or her information and to permit us to use the information in accordance with this policy.

3. Online User Activity, Cookies and Information Collected by Other Automated Means

Cookies are a commonly used web technology that allow websites to store and retrieve certain information on a user's system, and track users' online activities. We, our service providers, and our business partners, may collect information about your use of our websites and mobile apps by such automated means, including but not limited to cookies, pixels, SDKs and other similar technologies. Cookies and similar technologies can help us automatically identify you when you return to our website or app. Cookies help us review website traffic patterns and improve the website, determine what Digital Services are popular. We can also use such information to deliver customized content and advertising to users of the Digital Services whose behavior indicates that they are interested in a particular subject area. You can learn more about cookies and how they work at allaboutcookies.org

When you use any website or app we provide, the information we may collect by automated means includes, for example:

- *Usage Details* about your interaction with our Digital Services (such as the date, time, and length of visits, and specific pages or content accessed during the visits, search terms, frequency of the visits, referring website addresses, and pages you visited before or after navigating our Digital Services);
- *Device Information* including the IP address and other details of a device that you use to connect with our Digital Services (such as device type and unique device identifier, operating system, browser type, mobile network information, and the device's telephone number)
- *Stored information* you affirmatively provide the Digital Services with access to, such as pictures, video, and contacts stored on your device; and
- *Location information* where you choose to provide the website or app with access to real-time information about your device's location. Note, however, that if you block our access to location information, some parts of the Digital Services may be inaccessible or non-functional.
- *Email Information* including your interaction with email messages, for example, whether you opened, clicked on, or forwarded the email message.

We may also ask advertisers or other partners to deliver ads or services to your device, which may use cookies or similar technologies placed by us or the third party. If a user does not want information collected through the use of cookies, most browsers allow the visitor to reject cookies, but if you choose to decline cookies, you may not be able to fully experience the interactive features our Digital Services provide. We may share non-personal information obtained via cookies with our advertisers and affiliates.

Because there is not yet a consensus on how companies should respond to web browser-based do-not-track ("DNT") mechanisms, we do not respond to web browser-based DNT signals at this time. Note that certain advertising partners we use may be able to collect information about users' online activities over time and across third-party websites.

4. How We Use Information We Collect

We may use the information we obtain about you for purposes allowed by applicable laws, including:

- Provide our services and Digital Services to you, including to manage your interactions with us, facilitate purchases and other transactions with us, and respond to your inquiries and other communications;
- Tailor the content we display to you in our Digital Services and communications, including advertising, and offer services and information that we believe may be of interest to you;
- Operate, evaluate, maintain, protect and improve our Digital Services, including to analyze and enhance our communications and strategies (including by identifying when emails sent to you have been received and read), Monitor the performance of our

Digital Services including metrics such as total number of visitors, traffic, and demographic patterns, and diagnose or fix technology problems;

- Provide administrative notices, such as changes to this Privacy Policy or our Terms; and
- Comply with and enforce as needed applicable legal requirements, industry standards, our policies and our contractual rights, as needed for security purposes, and to investigate possible fraud or safety issues.

We may also use or share information in an anonymized or aggregate manner for many purposes such as research, analysis, modeling, marketing, and advertising, as well as improvement of our Digital Services.

5. Online Advertising

You may see HNBA advertised by other organizations, on various websites, web pages, social media and other platforms. Please note that online advertising services do not always provide us with complete information about the platforms or website on which our advertising may appear. These outlets may in some cases not be aligned with our values as a company. If you believe that our advertising is displayed on platforms that promote inappropriate or offensive content, then please contact us.

We may serve or deliver advertisements, and allow third parties to serve advertisements, through our Digital Services. These advertisements are sometimes targeted and served to particular users and may come from third party organizations called "ad networks." Ad networks can include a number of third-party ad servers, ad agencies, ad technology vendors, and research firms. Advertisements served through our Digital Services may be targeted to users who fit a certain general profile category, which may be inferred from information you provide to us or, based on your website or mobile app usage patterns, or based on your activity on other website or online services as may be available to the ad networks.

6. How We Share Your Information

We will not disclose your personal information to third parties without your consent, except in the following circumstances.

- We may share in our reasonable discretion basic contact information with organizations we partner with for various purposes, for example, with event organizers, HNBA partners and sponsors;
- If you voluntarily share or submit any User Content including contact information (e.g., name) or content (e.g., picture), or commentary (e.g., presentation materials and recordings from our events, articles and publications, discussion forums, social media content, and other materials) for public posting through our Digital Services, or link it to any social media platforms, that post and any content or information associated with it may become available to the public. See our Terms for more information about User Content.
- We may share your information as permitted by law, including, for example, with our service providers that we believe need the information to perform a technology, business, or other professional function for us (examples include IT services, maintenance and hosting of our Digital Services, payment processors, shipping and returns partners,

marketing partners, and other service providers). We only provide such vendors with information so they can perform their required functions on our behalf.

- We also may disclose information about you (i) if we are required to do so by law or legal process; (ii) when we believe disclosure is necessary to prevent harm or financial loss; (iii) in connection with an investigation of suspected or actual fraudulent or illegal activity; or (iv) under exigent circumstances to protect the personal safety of our staff, users, or the public.
- We reserve the right to transfer the information we maintain in the event of a corporate transaction (e.g., sale, merger, reorganization, liquidation, dissolution or transfer) affecting all or a portion of our organization or assets. If we engage in such a transaction, we will make reasonable efforts to direct the recipient to use your personal information in a manner that is consistent with this Privacy Policy.
- We may, from time to time, contact you on behalf of third parties about a particular offering that may be of interest to you. In such cases, your contact information is not transferred to the third party, but rather we send you a communication on their behalf.

Where appropriate, we will limit the sharing of your information in accordance with the choices you have provided us and applicable law.

7. Your Privacy Choices

We offer you certain choices about what information we collect from you, how we use and disclose the information, and how we communicate with you.

- *Marketing Emails:* From time to time, we may contact you via email or through other channels for the purpose of providing announcements, promotional information and/or other general communication. In order to improve our Digital Services, we may be notified when you open an email from us or click on a link therein. You may choose not to receive marketing emails from us by clicking on the unsubscribe link in the marketing emails you receive from us, or adjusting preferences in your account profile. Even if you opt out of receiving such communications, we may continue sending you non-marketing email communications, such as administrative or transaction alerts, or information about changes to our terms of service.
- *Cookies:* Web browsers may offer users the ability to disable receiving certain types of cookies; however, if cookies are disabled, some features or functionality of our websites and mobile apps may not function correctly.
- *User Account:* You may terminate your membership at your discretion. We may retain account information or User Content for internal purposes or as otherwise provided in this Privacy Policy and our Terms.

Certain privacy laws may provide additional rights with respect to the collection and use of personal information. This may include the right to request that an organization: (i) disclose personal information maintained about the individual; (ii) correct or delete personal information maintained about the individual (subject to certain exceptions); or (iii) not sell personal information about the individual to a third party (excluding qualified service providers). It can be unlawful to discriminate against an individual for exercising such rights. These laws may not apply to HNBA in many instances, but you can submit such requests to us via the contact information

provided below and we will endeavor to fulfill any obligations that are legally required, otherwise we will respond to such requests in our discretion.

8. Links to Other Websites and Third-Party Content

Our Digital Services may contain links to other websites or apps. This can include social media integrations. Please be aware that we are not responsible for the content or privacy practices of such other websites or apps, and we encourage you to be aware when you leave our Digital Services and to read the privacy statements of any other website or app that collects personal information. The privacy practices of those websites or apps will be governed by their own policies. We make no representation or warranty as to the privacy practices or policies of any third parties, including the providers of third-party applications.

9. How We Protect Information

We take the security of your personal information very seriously. We endeavor to maintain reasonable administrative, technical, and physical safeguards designed to protect the personal information we maintain against accidental, unlawful, or unauthorized destruction, loss, alteration, access, disclosure, or use. However, we cannot ensure the security of any information you transmit to us, or guarantee that this information will not be accessed, disclosed, altered, or destroyed. We will make any legally required disclosures in the event of any compromise of personal information. To the extent the law allows us to provide such notification via e-mail or conspicuous posting on the Digital Services, you agree to accept notice in that form.

10. Children

The HNBA services and Digital Services are intended for use only by persons over the age of 18. We do not knowingly seek to collect information about children under the age of 18. If you are under 18 years of age, please do not use or access the Digital Services at any time or in any manner. By using the Digital Services, you affirm that you are over the age of 18.

11. International Data Transfers and Use

Our Digital Services are controlled and operated by us from the United States and are not intended to subject us to the laws or jurisdiction of any state, country or territory other than those of the United States. Any information you provide through use of the Digital Services may be stored and processed, transferred between and accessed from the United States and other countries which may not guarantee the same level of protection of personal information as the one in which you reside. However, we will handle your personal information in accordance with this Privacy Policy regardless of where your personal information is stored or accessed.

12. Updates to Our Privacy Policy

We may revise the information on the Digital Services or otherwise change or update the Digital Services, including this Privacy Policy. If we make changes to this Privacy Policy, we will post notice of the modifications to the Privacy Policy on this page. Changes will become effective when posted. We encourage you to periodically review this Agreement to see if there have been any changes to our policies that may affect you. HNBA may also make improvements and/or changes to the Digital Services, add or remove features, or terminate the Digital Services at any time without notice. Your continued use of the Digital Services after updates to this Privacy Policy will constitute agreement to this Privacy Policy as revised.

13. Contacting Us

If you have questions, comments, or concerns about this Privacy Policy, our privacy practices, or if you would like us to update information or preferences that you provided to us, please email us at elopeztello@hnba.com.