



## **NNMHA Privacy Policy**

NNMHA collects and stores some basic key data from its members and contributors. We have an obligation to let you know how we use your information, how we store it, how long we keep it, and if we share it. This is our current policy regarding these issues:

*What personal data do we gather and how do we gather it?*

When you become a member of, or a donor to, Northern New Mexico Horsemen's Association, we collect your name, physical address, telephone numbers, and email address.

We also retain financial information in the form of canceled checks at our bank if you choose that method of payment. NNMHA accepts credit card or electronic online payments through PayPal but does not have access to financial information gathered by them.

Online, we do not use cookies or other tracking software. However, we may track who opens emails from NNMHA in order to monitor the effectiveness of that form of communication.

*Why do we collect data and how do we use them?*

We collect member data so that we can maintain contact with our members during the year, and to ensure that we have an up-to-date list of contacts to conduct elections or call votes on modifying the Bylaws of the Association.

In 2021 and beyond, we intend to use the contact data to distribute surveys to members, so that the Board can get your feedback on planning activities and awarding charitable contributions to outside associations.

*Who has access to the data?*

Each year, we distribute the Membership Directory to all members by email, to facilitate networking. The distribution comes with the injunction that it is for personal use only and not for commercial use. From 2021 onwards, we shall be including a request that the list not be shared outside of NNMHA, which we hope all members will observe.

Members can request that their information is excluded from the Directory when joining NNMHA or when renewing their membership.

*Is my data shared with anybody else?*

NNMHA will never provide, sell or exchange data to/with vendors.

Going forward as a 501(c)(3)charity, we shall be able to accept donations from non-members. However, we shall not provide our data to donors who are not members of NNMHA.

Any use of our data by members for marketing purposes is strictly forbidden under this Privacy Policy. Members may make use of the free Classified Advertisements section of the Paddock Paper to conduct marketing, but may not market directly to the Membership Directory.

*How long do we retain personal information?*

We update the membership information each year at renewal time. The Membership Directories of previous years exist in archived email correspondence, but we apply the same standards for their use as those in this policy.

*Modifications*

We will amend this privacy policy from time to time as we evolve as a 501(c)(3) charity and will notify you by email of any changes we make.