

PRIVACY AND COOKIE POLICY

The privacy and security of your Personal Data are important to Scrum Alliance, Inc. (“SAI”). In this Privacy and Cookie Policy, we explain how we use any Personal Data we collect about you when you use our websites.

Topics:

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- Our Data Protection and Data Privacy Principles
- Types of Personal Data We Collect
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1. “Personal Data” Explained

As used in this policy, “Personal Data” means any information relating to an identified or identifiable natural person.

2. Our Data Protection and Data Privacy Principles

We have implemented security features that are designed to prevent loss, misuse, alteration, or unauthorized release of, or access to, Personal Data provided to us. We have designed our websites to limit the collection and processing of Personal Data.

The confidentiality of any communication or material transmitted to or from us via our website or e-mail cannot be guaranteed. SAI is not responsible for the security of information transmitted via the Internet. If you do not want to communicate with us via the Internet, you may contact us by mail at the address set forth below in the “Contact Us” section.

3. Types of Personal Data We Collect

The Personal Data we collect about you depends upon how you choose to use our websites. Depending upon your use, we may collect and process usage data, your name, email, phone number, address, gender, photograph, biographical information, work history, payment card

information, any dietary restrictions in connection with event registrations, username, password, security responses, your IP address, and other information you may choose to provide to us. Website usage information is collected using cookies.

4. How We Collect and Use Personal Data

We collect certain Personal Data about you when you visit our websites. We collect additional Personal Data when you set up an account or make other voluntary, active uses of our websites.

We use your Personal Data to monitor website usage, protect our websites, administer your account, award any certifications you have earned, populate your online profile, process payments for membership and certification renewals, respond to your online inquiries, and facilitate training. More specific details about those types of Personal Data and how we process them are provided below:

- Usage data. Usage data includes: home server domain name, date and time of visit to our websites, type of computer, the originating IP address, files downloaded, type of search engine used, operating system used, and the web browser of site visitors. We collect this information when you visit our sites. We use this data to improve our websites, conduct analytics, and provide relevant advertising.

- Account Information. You are required to provide your email, username, password, and security responses when you set up an account and seek certification. We use the information to create and administer the account, award certifications, and contact you with information about your account or with marketing and event messages.

- Other Information You Choose to Provide. You may provide us with different types of information depending upon your use of our websites. From time to time, we may collect information when you choose to contact us through our websites or take other voluntary actions, such as participating in a contest, responding to a survey, submitting a proposal to present at one of our events, volunteering to assist us with our events, joining a user group, posting in a forum, or otherwise submitting content on a community page. We process this information to consider and respond to your inquiries and comments, administer our contests, analyze our survey responses, select presenters for our events, coordinate volunteer activities, operate our website, and otherwise fulfill requests you have made.

- Profile data. Profile data includes your phone number, address, gender, photograph, biological information, and work history. To set up a profile, you will need to provide us with your name, email, and mailing address. The other categories of profile data set forth above are optional. You only provide them to us if you want to do so. The information is used to populate your online profile

- Your payment card information. We use your payment card information to process payment for any orders you make, including membership and certification renewals.

- Certification information. When you take a test to obtain a certification, we obtain your name and test score. We obtain this information in order to award you certification, if earned. We also collect and store any continuing education you self-report in order to maintain your certifications.

- Dietary restrictions. If you register for an event that includes one or more meals, we will ask you if you have any dietary restrictions. If you provide this information to us, we will share it with our event caterers and servers to ensure that you receive meals meeting your restrictions.

5. Retention of Personal Data

The Personal Data we obtain about you will be retained up to seven years after your membership and/or certification with SAI lapses. We retain your Personal Data for this period of time to allow you to rejoin as a member and/or recertify if you wish to do so. For any lifetime memberships or certifications, we will retain your Personal Data unless and until you ask us to delete it.

6. Sharing of Personal Data

We will share your Personal Data only with other SAI entities, volunteers, business partners, or third party service providers: (1) acting on our behalf to provide you with our products, services, or otherwise fulfill your requests; (2) acting on our behalf to send you marketing and event materials, newsletters, surveys, polls, or other communications; (3) partnering with us to deliver joint services, content, events, conferences, seminars, or other programs; (4) working with us to provide you with membership benefits; (5) assisting us with obtaining sponsorships for our events; (6) coordinating volunteers (7) providing event facilities or lodging; and (8) supporting our operations through software, system, and platform assistance, cloud hosting, and data analytics.

For example:

- We use vendors to assist us with managing online shopping carts, processing payments, delivering relevant marketing to you, offering exclusive benefits you may be entitled to as a member, such as digital badges, administering certification exams, and analyzing and enhancing data.
- If you would like to present at one of our events and have submitted a proposal for our consideration, we will share your submission with subject matter experts who have volunteered to assist us in evaluating proposals and selecting presenters.
- If you have volunteered to assist us with an event, we will share your name and contact information with the volunteer coordinator for the event.

Those SAI entities, volunteers, and business partners are governed by our privacy policies with respect to the use of Personal Data and are bound by this Privacy Policy and any applicable confidentiality agreements.

We may share aggregate data on website visitors' home servers with third parties, such as marketing firms.

In certain cases, we are required to disclose Personal Data to investigate, prevent, or take action concerning: (1) legal requests; (2) the enforcement of our Terms of Use; (3) the protection of our rights, property, or personal safety or the rights, property, or personal safety of our users and the public; (4) our exercise of legal rights; and (5) any other disclosure required by law.

We will not sell, rent, or lease any Personal Data without your permission, except as related to a merger, acquisition, or other business transaction as addressed below.

7. Cookies

A “cookie” is a small text file that is stored on computers, tablets, mobile phones, and any device used to browse the Internet, capable of storing navigation information for statistical or functional purposes. Some cookies may be used to recognize the user viewing a particular website, make navigation easier, and customize the content. For example, cookies allow us to remember your actions and preferences so that you do not have to re-enter information each time you visit our site or navigate to another page. Cookies also allow us to keep track of items you add to your shopping cart.

There are several types of cookies, including, for example, browser cookies, session cookies, and persistent cookies.

While browsing on our websites, SAI may collect information about traffic flow and visits to the pages of our domain “scrumalliance.org.” This information, obtained through cookies, will be treated in a secure manner.

We use different types of “cookies” on our website. We use session cookies and cookies that remember your language and time zone preferences.

For further information about cookies, visit www.allaboutcookies.org.

You can set your browser to accept or reject the setting of all or certain cookies, or to request to be notified when a cookie is set. Each browser has specific configuration instructions. However, please be aware that the blocking of cookies may have the effect that you will not be able to use all of our website functions.

8. Third Party Advertising Cookies

Some advertisements on our websites are served by third party advertisers. The third parties may use cookies to collect information, including Personal Data, about your online activities over time and across different websites and other online services. They may use this information to provide you with advertising based on your interests or other targeted content.

We do not control the third parties’ tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the provider directly. You can opt out of receiving targeted ads from members of the Network Advertising Initiative (“NAI”) on the NAI’s website: www.networkadvertising.org. In the EU, you may opt out at <http://www.youronlinechoices.com/>.

9. Social Plugins, Social Media Widgets, and Connecting via Social Networks

Our websites include different types of “social plugins” and social media widgets.

These features may collect your IP address and information on which pages you are visiting on our websites, and they may set a cookie to enable the feature to function properly. Social media

features and widgets are either hosted by a third party or hosted directly on our website. Your interactions with these features are governed by the privacy policy of the company providing it.

Our site includes social media widgets from Facebook, LinkedIn, and Twitter that use cookies to track users and advertise to them when they visit those platforms.

If you do not want to be tracked by social media widgets, log out of all social networks you're logged in to before visiting our website.

If you choose to log in to our website using a social networking service, we may receive and store authentication information from that service to allow you to enable your log in and other information you may choose to share when you connect with those services.

10. Analytics

Google Analytics (Functional Cookies). We use Google Analytics, a web analysis service of Google, Inc., to improve the user experience. Google Analytics helps us determine the number of visitors to our site and helps us understand how users find our site. Google Analytics may record your geographical location, device, internet browser, operating system, and IP address. We are not provided with information allowing us to link an individual to an IP address. More information about Google Analytics can be found in its Terms of Service and in its Privacy Policy.

If you do not want to be tracked by Google Analytics on our websites, you can download and install this browser add-on: [Click Here](#)

Google AdWords (Advertising Cookies). We use Google AdWords Conversion tracking cookies to measure and optimize the performance and user experience related to our ads in Google Search or selected Google Display Network sites. More information about Google's Privacy Policy can be found [Privacy Policy](#).

11. Other Websites

This Privacy Policy only applies to SAI websites and websites of our affiliates linking to this Privacy Policy. Our websites contain multiple links to other websites. Please be aware that we are not responsible for the privacy practices of those websites. When visiting other websites, you should read those sites' privacy policies.

12. Children Under the Age of 13

Our websites are not intended for children. No one under age 13 may provide any Personal Data on our websites. We do not knowingly collect Personal Data from children under 13. If you are under 13, do not use or provide any information on our websites. If we learn we have collected or received Personal Data from a child under 13, we will delete that information. If you believe we might have information from or about a child under 13, please contact us at support@scrumalliance.org.

13. Online Tracking

SAI does not respond to "do not track" (DNT) signals.

14. Mergers, Acquisitions, and Other Business Transactions

SAI may decide to sell, buy, merge, or otherwise reorganize its business. If that occurs, you will be notified via email or a prominent notice on our website of any ownership change and any changes in the use of your Personal Data. These types of transactions may involve the disclosure of Personal Data to prospective or actual purchasers, or receiving it from sellers. We seek appropriate protection for Personal Data in these types of transactions.

15. California Privacy Rights

If you are you are a resident of the State of California and SAI has an established business relationship with you, then you have certain privacy rights pursuant to Section 1798.83 of the California Civil Code. You have the right to request the following at any time: (a) information from SAI free of charge regarding the manner in which SAI shares certain Personal Data collected through the website with third parties who use that information for direct marketing purposes; and (b) the discontinuation (or opt-out) of SAI's sharing of the information with those third parties. Please submit any requests ("California Privacy Rights Request") to support@scrumalliance.org with a subject line of "Your California Privacy Rights."

For each California Privacy Rights Request, please state "Your California Privacy Rights" in the email or letter subject line, and clearly state the following in the body:

- a. the nature of your request;
- b. that the request is related to "Your California Privacy Rights;"
- c. your name, street address, city, state, zip code and email address; and
- d. whether you prefer to receive a response to your request by mail or email.

SAI is not responsible for a California Privacy Rights Request that is incomplete, incorrectly labeled, or incorrectly sent.

16. Users in the European Union, European Economic Area, and Switzerland

16.1 Data Controller

SAI is the data controller of the Personal Data you provide on our websites.

You may contact SAI at support@scrumalliance.org or by mail:

Scrum Alliance, Inc.
7401 Church Ranch Blvd. #210
Westminster, CO 80021 USA

16.2 Purposes of Processing and Legal Basis for Processing

As explained above, we process Personal Data in various ways depending upon your use of our websites. We process Personal Data on the following bases: (1) with your consent; (2) as necessary to perform a contract when you request services; and (3) as necessary for our legitimate interests in providing you with our products and services, enhancing our web services, conducting analytics, and delivering relevant advertising.

16.3 Your Rights Regarding Personal Data

- Access and Confirmation. You have the right to ask us if we process Personal Data about you, and in some circumstances, to obtain a copy of your Personal Data.
- Deletion and Blocking. Under certain circumstances, you may have the right to have your Personal Data deleted or blocked without undue delay.
- Direct Marketing. You have the right to object to our processing of Personal Data for direct marketing purposes.
- Consent. To the extent we are processing Personal Data on the basis of your consent, you have the right to withdraw consent at any time.
- Data Portability. Under certain circumstances, to the extent we are processing your Personal Data on the basis of consent, or that it is necessary to perform a contract with you, and the processing is carried out by automated means, you have the right to receive the Personal Data in a structured, commonly used and machine-readable format.

To exercise those rights, please contact us at support@scrumalliance.org or by mail:

Scrum Alliance, Inc.
7401 Church Ranch Blvd. #210
Westminster, CO 80021 USA

- Right to Lodge a Complaint. You have the right to lodge a complaint about our data collection and processing actions with the supervisory authority in your country.

16.4 Transfers

We are headquartered in the United States of America. Personal Data may be accessed by us or transferred to us in the United States. The European Commission has not determined that the United States ensures an adequate level of protection for Personal Data. By providing us with Personal Data, you consent to this transfer. We will protect the privacy and security of Personal Data according to this Privacy Policy, regardless of where it is processed or stored.

By providing us with Personal Data, you consent to the storage or processing of Personal Data in the United States and acknowledge that the Personal Data will be subject to the laws of the United States, including the ability of governments, courts or law enforcement or regulatory agencies of the United States to obtain disclosure of your Personal Data.

17. Contact Us

Should you have any further questions or suggestions regarding the protection of your Personal Data processed in connection with the use of our websites, please contact us at support@scrumalliance.org.

18. Changes to Our Privacy Policy

We regularly review and revise our Privacy Policy. We make changes to the Privacy Policy available on this page and note that the policy has been updated. If we make material changes to how we treat your Personal Data, we will notify you by email to the primary email address specified in your account and/or through a notice on our home page.

This Privacy Policy was last updated on the 5th of August 2018.