Policy on Sharing of Member Information
Approved November 15, 2016

The PSAI routinely collects data from its Members. In order to ensure the Association is fairly and responsibly handling this data, the following policy shall be in place.

I. How We Gather Information

When companies join the organization, they provide data necessary for the processing of their membership. We also gather similar information when individuals and companies register for our education and training events. Provision of this personally identifiable data is mandatory and membership or registration cannot be processed without it.

At the time of joining the PSAI, and from time to time thereafter, we may also request non-personal company data that will help the PSAI better serve the Member. This information will typically be gathered in terms of numerical ranges rather than specific data points. Provision of this company-level data is optional and it will only be reported in the aggregate.

II. How the PSAI Uses and Shares Personally Identifiable Information

Once collected, the PSAI may use personally identifiable information in a variety of ways including, but not limited to:

• Provide service communications such as renewal reminders, order confirmations, program registrations, and customer service messages
• Respond to emails or online requests for products, services, or information
• Deliver and process surveys
• Personalize and improve the usability of the PSAI website
• Fulfill and/or deliver PSAI products and services
• Publish membership directories and registration lists as described below
• Sharing with certain other allied companies and organizations to offer products and services that may be of interest to Members as described below
• Tailor content, advertising and marketing to Members
• Share with third parties as required by law or to protect the PSAI as described below
• Share email addresses as permitted under PSAI email policy as described below
Publication of Personally Identifiable Information for Membership Directories and Registration Lists. To allow other PSAI Members and the public to find other Members, the personally identifiable information we receive may be published on the Sites and other print or digital media, in a variety of ways, including, but not limited to, directories, membership lists, and other types of registration lists for PSAI programs and events (“Directory Lists”). Directory Lists will not include sensitive information, such as credit card or bank information. Members may request their information be suppressed from Directory Lists by so indicating on their Membership Application, annual renewal form, or by directly contacting the PSAI office.

Sharing Personally Identifiable Information to Fulfill Service Requests and Perform Business Functions. When fulfilling service requests initiated by Members, the PSAI may share personally identifiable information with certain third parties to fulfill the requests. We may also share such information with service providers that perform business functions for us. For example, the PSAI occasionally hires other companies to provide limited services on our behalf including, but not limited to, packaging, mailing and delivering promotional offers, sweepstakes or contests, answering customer questions about products or services, consulting services, data modeling, printing, sending postal mail and processing event registrations. In such cases, the PSAI may share Members’ personally identifiable information.

Sharing Personally Identifiable Information with Allied Organizations. The PSAI may share personally identifiable information, except for email addresses, with certain other companies in order to provide them an opportunity to offer products or services that may be of interest to Members, which helps contribute non-dues revenue to the PSAI. Members may request their information be suppressed from these lists by so indicating on their Membership Application, annual renewal form, or by directly contacting the PSAI office.

Sharing Personally Identifiable Information When Legally Necessary or to Protect the PSAI’s Interests. The PSAI may disclose personally identifiable information if required to do so by law or in the good-faith belief that such action is necessary to: (a) conform to legal requirements or comply with legal process served on the PSAI; (b) protect and defend the rights or property of the PSAI; or (c) protect the personal safety of PSAI personnel or members of the public in appropriate circumstances. In addition, if the PSAI and/or its assets (or a portion of its assets) are sold, assigned, transferred, or merged, or if the PSAI undergoes some other change including a change to its corporate form as part of a bankruptcy proceeding or otherwise, information may be transferred as part of that transaction or change.
Sharing Email Addresses Pursuant to PSAI Policy. Email addresses will only be used by the PSAI, its Members and allied entities. We do not sell or rent e-mail addresses to anyone outside these groups. Members should understand, however, that their email address may be visible to other Members, others who have interest in the portable sanitation industry and PSAI events, as well as the general public through Directory Lists as set forth above. The PSAI may also share email addresses with third parties to enable the PSAI to take security measures to help protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of data. Finally, the PSAI may share email addresses with third parties as necessary for the PSAI to perform certain services on Members’ behalf, such as packaging, mailing and delivering products and processing event registrations and to respond to Members’ service requests.

III. How Members Can Manage the Sharing of Personally Identifiable Information

Members can manage their profile and e-mail preferences, including opting out of e-mail either at the time of joining or by contacting the PSAI office. Additionally, if a Member prefers to receive mailings only from the PSAI and to have their name and address removed from the list we provide to allied organizations, Members should contact the PSAI office.

IV. How We May Use and Share Non-Personal Data

Through the use of various technological tools, the PSAI may collect non-personal, company-level data to improve the usability of our sites/services, for industry profiling purposes, and for other business reasons. We may share the non-personal data we collect with third parties in aggregate form, and we may use the aggregated data to develop industry materials, reports, and other products which may be available to Members, nonmembers, and the general public.