



Privacy Policy

Respecting Individual Privacy and the Protection of Personal Information

Last Updated: January 4, 2022

1. Introduction

The North American Society for Trenchless Technology (“NASTT”) is committed to protect the privacy of the society’s membership as well as our customers. This Privacy Policy describes the types of information we collect from you, how we share the information, and certain rights and options you have regarding your information. This Privacy Policy applies to information we collect from you through your access and use of our website located at nastt.org, including any optimized version of the nastt.org website via a mobile or wireless device (collectively, the “website”).

Please read this Privacy Policy carefully before sharing information with us so you understand our practices regarding your information. By accessing or using our website, communicating with us, or registering to receive information from us, you agree to the terms of this Privacy Policy.

Please note that we may change this Privacy Policy from time to time. If there are changes to the Privacy Policy, we will post them here and update the “Last Updated” date at the top of this document. Continued use of the website after any changes is deemed to be acceptance of those changes. Accordingly, we encourage you to check the Privacy Policy periodically for updates.

2. Accountability

NASTT is responsible for the personal information under its control. The Board of Directors has appointed the Executive Director on the NASTT staff to be accountable for compliance with the Privacy Policy.

3. Personal Information

“Personal information,” as used in this Privacy Policy, is any information that identifies or can be used to contact a particular individual. The types of personal information we collect and process about you can be categorized as follows:

- **Identity and contact information.** First name, last name, job title, employer or company, business email address, business mailing address, country where you are located, country where your company is located, and telephone number.
- **Financial information.** If you make a purchase through our website, you may be asked to provide your bank account, payment card, or other payment instrument information, as well as details relating to the transaction.
- **Transactional data.** Details about your membership preferences or registration, conferences or marketing events you have attended or participated in, inquiries you have made, documents you have purchased.
- **Subscription, marketing, and communications information.** Details regarding newsletters or blogs you have subscribed to, details regarding informational or promotional materials you have received from us, information you have downloaded from our website, requests for information received from you, and information on your marketing or communication preferences.

- **Member account and web portal information.** Username and password for access to account and log-in portals on the website.
- **Device and usage information.** Details regarding how and when you use our website, including the geolocation data of your device, the device used to connect to our website, your IP address, the frequency and duration of your usage, the pages you view and related pageview activity, what websites or search terms referred you to the website, and information about your interaction with our website.
- **Reviews and feedback.** Feedback you provide about your experience using our website or services and any reviews you provide regarding your experience at any of our conferences.
- **Job applicant information.** Current employer, current position, prior work history and education, resume information, and qualifications for employment.

We may collect this information when you visit our website, register to become a NASTT member, submit information through our “Connect With Us” form or other contact means, sign up to receive emails, newsletters, or other information from us, email or communicate with us, register for a conference or webinar, or otherwise directly provide the information to us.

Please note that we may aggregate or anonymize the foregoing types of data such that they are no longer capable of identifying you, in which case they are no longer considered “personal information.” In that event, the information is no longer considered “personal information” and can be used for any purpose. We may also collect information about you from third-party sources and information about you that is publicly available.

4. **Automatically Collected Usage and Device Information**

Like most websites, our website uses various technologies to automatically collect information about visitors and users. Those technologies include:

- **Cookies.** Cookies are small text files that a website transfers to a visitor’s device for recordkeeping purposes. We use cookies to personalize visitors’ experiences on our website, provide content that we believe may be of interest, track visitor trends and patterns, engage in marketing and advertising, and otherwise analyze our website traffic. For information on how to refuse cookies, please review the instructions on your device or browser.
- **Log files and device identifiers.** We use log files to track actions occurring on our website and collect data about visitors, including IP address, browser type, Internet service provider, referring/exit pages, date/time stamps, and device identifiers.
- **Web beacons and other technologies.** Our website may use other tracking tools, including web beacons (also known as clear gifs, pixel tags, and single-pixel gifs), which are small electronic images embedded in content and email messages that are not ordinarily visible to users. Web beacons allow us to track pages and content accessed and viewed by users, as well as to monitor email readership.
- **Analytics.** Our website may also use third-party analytics tools such as Google Analytics. You can find more information about how data is collected and processed in connection with the Google Analytics service [here](#). You can also read Google’s privacy policy [here](#).

The information collected through these technologies may be combined with personal information or aggregated with other information on website visits. We may share information about your use of our website with our advertising and analytics partners, who may combine it with other information that you previously provided to them.

5. Information from Other Sources

We may obtain both personal and non-personal information about you from service providers and other third parties and add it to other information we have collected. We, and the third parties we engage, may combine information we collect from you over time, and across the website, with information obtained from other sources. This helps us improve the information's overall accuracy and completeness, and also helps us better tailor our interactions with you.

6. How We Use Your Information

We (or service providers acting on our behalf) may use the personal information identified above for the following purposes:

- Provide services directly related to benefits and services of membership;
- Optimize your experience on our website and ensuring that our content is presented to you in the most effective manner;
- Respond to your inquiries and communicating with you regarding orders, products and services, and other issues, and otherwise manage member service issues;
- Send you promotional or marketing communications and solicitations, track your marketing preferences, and for our internal marketing purposes;
- Develop, update, and improve our services and member experience, and otherwise improving our knowledge and insights regarding customers;
- Prevent and detect fraud, financial crime, hacking activities, security breaches, and other unlawful activities in connection with the website or the purchase of our products;
- Consider you for employment and otherwise engage in the job application process;
- Notify you about changes to our website, services, products, or material changes to this Privacy Policy;
- Provide you with surveys or otherwise solicit feedback from you;
- Provide services directly related to the purchase of an NASTT product;
- Determine the admissibility for NASTT products, services, and benefits;
- Engage you for NASTT membership renewal(s);
- Inform you about NASTT products, services, and benefits as well as trenchless industry news items that we believe may be of interest to the member; or
- Perform other functions as otherwise described to you at the time of collection or to which you otherwise consent.

Any NASTT member may and can choose not to provide NASTT with some or all of their personal information. However, this choice may not enable NASTT to provide the member with the product, service, benefit, or information that was requested or that can be offered. For more information about your options relating to your personal information and your communication preferences, see "Consent and Choices About the Collection and Use of Personal Information" below.

7. Disclosure of Personal Information

When the information we collect about you is aggregated, anonymized, or otherwise does not identify you, we may use that information for any purpose or share it with third parties, to the extent permitted by applicable law.

In addition, we may share your information with the following types of third parties:

- Service providers and third-party vendors that we use to support our business, including companies that perform work necessary for us to provide and improve products, services, conferences and website. For example, we may share your information with our email service and IT security providers. We may also share your information with our list serv providers.
- Marketing and advertising vendors that may assist with hosting information relating to members and potential members, marketing automation, advertisement placement and targeting, and marketing campaigns and communications.
- Conference vendors, such as event venues, that allow us to host and execute events and member conferences.
- Analytics vendors in order to understand our website traffic and usage patterns, optimize our website, and identify potential new members.
- Buyers or other successors prior to or in the event of a merger, acquisition, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as a part of bankruptcy, liquidation, or similar proceeding, where the information is among the assets being transferred.
- Other parties for any purpose we disclose at the time you provide the information.

Finally, we may also share your personal information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, in emergency situations in which life, health or safety is in jeopardy, or to otherwise protect our rights.

8. Consent and Choices About the Collection and Use of Information.

By engaging NASTT for the purchase of membership or of a product, you hereby consent to NASTT to collect and use the personal information submitted by you in connection with such membership or product purchase in accordance with this Privacy Policy. For example, we may use your contact information to send you emails concerning your membership/product purchase.

We strive to provide you with choices regarding your personal information. We will only send you promotional emails with your express consent. You can unsubscribe from receiving promotional emails at any time by clicking the “unsubscribe” link in the email. We endeavor to promptly process any unsubscribe requests within ten (10) days.

If you think your personal information is inaccurate, you can correct it by contacting us with the information provided at the end of this Privacy Policy. To protect your privacy and security, we may also take reasonable steps to verify your identity before making any changes. Finally, you can also choose not to provide us with information we may request through our website, but that may result in you being unable to use certain features of our website.

California Civil Code Section § 1798.83 permits users of our website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us at the information provided below.

9. Protection of Your Information

Please be aware that no data transmission over the Internet is 100% secure. While we strive to protect your personal information, we cannot ensure or warranty the security of any information you transmit to us and you do so at your own risk.

10. Links to Third-Party Websites

Our website contains links to several third-party websites, including social media websites. These websites have separate privacy policies that you should review. This Policy does not apply to personal information collected through such websites. While we make efforts to choose the links on our website carefully, we cannot take responsibility for the content of linked websites or those companies' data-handling practices.

11. Limiting Collection and Use

NASTT shall only collect the information described in this Privacy Policy. NASTT shall not use or disclose personal information for any purposes other than those described in this Privacy Policy.

12. Retention

Personal information shall be retained only as long as necessary for the fulfillment of the purposes described in this Privacy Policy. NASTT does not keep personal information if it is no longer needed for the purposes required or as required by law. NASTT shall destroy, delete or safely dispose of personal information when it is no longer required for the purposes set out in this policy.

13. Member and Customer Access

Upon request in writing using the Contact Us details below, you will be informed of the existence, use, and disclosure of your personal information and you will be given access to that information. We will assist any customer who informs us that they need assistance in preparing a request concerning personal information. You may challenge the accuracy and completeness of the information and have it amended as appropriate. Administrative charges may apply.

14. NASTT Employees' Responsibilities

Each NASTT employee shall be responsible for maintaining the confidentiality of all personal information to which they have access. NASTT shall keep all employees and contracted employees informed of our policies and procedures for protecting personal information.

15. Children's Privacy

Our website is a general audience site and is not directed at, or intended for use by, children under the age of 13. Accordingly, we do not knowingly collect personal information from children under the age of 13. Should a child whom we know to be under the appropriate age provide his or her personal information, we will use that information only to respond to that child and inform him or her that we must have parental consent before receiving such information.

16. International Transfers

NASTT is headquartered in the United States and, as a result, information you provide to us will reside on servers in the United States. If your information was collected outside the United States, it may be necessary to transfer your information to the United States for processing in order to provide you with requested products and services. You understand and consent that information you provide may be sent

to and processed by us in the United States. The data protection laws in the United States may not be the same as the data protection laws in your home country.

17. Contact Us

If you have questions about this Privacy Policy or NASTT's privacy practices, you may contact us at the following:

NASTT
Attn: Executive Director
22722 29th Drive SE, STE 100
Bothell, WA 98021-4420
Office: 888-388-2554
Email: info@nastt.org

Accordingly, NASTT shall reply to a request for access to a file within thirty (30) days, except under the circumstances prohibited by law.

An individual may ask to delete or correct any information held by NASTT. The request for correction must be made by writing to us, either by mail or by email. NASTT will reply within thirty (30) days.

18. Challenging Compliance

An individual may address any concern regarding the NASTT compliance with this Privacy Policy to the Executive Director at NASTT or to the NASTT Board of Directors. NASTT reserves the right to modify or amend this policy at any time and without notice.