

**SNAC INTERNATIONAL**  
**WEBSITE PRIVACY AND COOKIES POLICY**

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This Privacy Policy (the "**Policy**") describes how SNAC International ("**SNAC**", "**we**", "**our**" or "**us**") uses the information we collect about you (your "**personal information**") when you visit websites or applications we operate (including but not limited to <https://www.snacintl.org/> and the website for our trade show, SNAXPO, <http://snaxpo.com/>, together, the "**Site**") or when you contact us using the details available on it.

The Site may enable you to visit other websites which are owned and operated by affiliates or partner companies to SNAC, for example our members or event pages. Those other websites will have their own privacy policies, and you should review those privacy policies when you visit websites operated by other companies, as the operators of those sites will use your personal information as described in those policies.

**1. WHAT PERSONAL INFORMATION WILL WE USE AND FOR HOW LONG?**

**Personal Information We Use**

When you use the Site, we may request that you input certain information, for example when you fill in forms. The personal information requested will depend on the precise form, but will commonly include your name, telephone number, email address and company name, among other information which may relate to your membership, such as payment details. In some circumstances, for example if you wish to become a member of SNAC International or if you wish to attend our trade show, SNAXPO, it may be necessary for you to provide some of this personal information in order for us to fulfil our obligations to you under the Terms and Conditions of the particular service.

We may collect personal information from sources other than directly from you. These include:

- Your name and registration details for events such as SNAXPO, if someone other than you within your organisation registers you for the event;

- Your spouse may provide registration details for events such as SNAXPO where we offer spousal registration.

We also collect personal data automatically through the use of cookies and similar technologies. You can find out more by reading the section entitled 'Cookies and Similar Technologies' below.

### **How long do we retain personal information?**

We keep your personal information for as long as we need it to fulfil the purposes for which we collected it (described in more detail below) and to comply with applicable legal and regulatory obligations. In particular, when determining how long we retain personal data, we take into account how long we need it to:

- Maintain business records for analysis and/or audit purposes;
- Comply with record retention requirements under the law;
- Defend or bring any existing or potential legal claims; and
- Deal with any complaints regarding our website services.

## **2. HOW DO WE USE YOUR PERSONAL INFORMATION?**

We use the personal information we collect from the Site to:

- fulfil your requests, for example to manage your application for membership and manage the registration process and attendee experience for events including SNAXPO, or to respond to any queries you may have;
- to advertise our services and events. For example, if you are exhibiting or speaking at an event, we may use your personal information to advertise your booth or talk at that event. Furthermore, we advertise our services and events on third party sites. This latter use involves cookies. For more information about our use of cookies, see 'Cookies and Similar Technologies' below;
- to send you messages about our activities and other marketing messages (including those from third parties), where you have given your consent to receiving them, to the extent such consent is required by law. Where consent is required, you can withdraw your consent at any time by using the 'unsubscribe' function in any email or by contacting us using the details set out below;
- comply with our legal and regulatory responsibilities, to respond to legal process or requests for information issued by government authorities or other third parties, to prevent and detect crime and fraud, or protect your, our or others' rights; and
- operate the Site and to understand how the Site is used so that we can improve it.

We use your personal information for these purposes in some cases to meet our contractual obligations to you or other legal obligations, for example our obligations in relation to your membership. If the purposes set out above are not strictly required for compliance with a legal or contractual obligation, we process it to meet our legitimate business interests in managing SNAC properly and effectively, managing and contacting our members, and in keeping our records accurate and up to date. We take steps, including by securing your personal data, to ensure that we do not use your personal data for purposes which are incompatible with those set out above, and will notify you about any material changes to these purposes.

You can object to our uses of personal information on the basis of our legitimate business interests at any time by contacting us using the details set out below.

### 3. COOKIES AND SIMILAR TECHNOLOGIES

Our Site uses cookies and other device identifying technologies ("**Cookies**").

#### What are Cookies?

A Cookie is simply a piece of text, which can be placed on the browser of your personal computer or mobile device and subsequently read as you visit a website. A Cookie may be a 'session' Cookie, that is, a Cookie that remains on your browser while you are logged on to a particular web site and then disappears when you close your browser, or it may be a 'persistent' Cookie, a cookie that remains on your browser over a period of time. Information from a Cookie may be collected and used in aggregate form.

Some cookies are served directly by SNAC, and others are served by third parties, such as by advertising and data analytics providers.

#### What Cookies do we use?

We use the following types of Cookies on our Site:

Type of cookie	Source	What these cookies do	How to exercise your cookie choices
Analytics	<a href="#">Google Analytics</a>	We use Google Analytics to collect information on how the Online Services is used and to report on the Online Services usage statistics.	You can control and delete these cookies through your browser settings.
Advertising cookies	<a href="#">Google</a> <a href="#">DoubleClick</a> , <a href="#">Google Adwords</a> and <a href="#">SiteScout</a>	We work with third party advertising networks that collect information using cookies to help make the advertising you see on the Online Services and elsewhere on the internet more relevant to you, and to measure the effectiveness of the advertising on the Online Services. We do not decide which cookies are set or how your data is used by these third parties and therefore you should refer to their privacy policy for further information about which cookies are set and their privacy and information usage practices.	You can find information about advertising cookies, including how to see what cookies have been set on your device and how to manage and delete them <a href="#">here</a> .
Social media cookies	Facebook, Youtube, LinkedIn, Twitter, Flickr	Our Site use plugins to allow you to connect to social networking sites including Facebook, YouTube,	You can find information about social media Cookies, including how to see

		<p>LinkedIn, Twitter, and Flickr. These connections are activated when you click on the logos of these services on our Sites.</p> <p>When you access our Sites with these plugins, they are provided directly by the owner of the plugin, not by us. When you access our Sites and are logged in to an account with the providers of those services, your personal information will be shared with those providers whether you interact with the plugin or not.</p>	<p>what Cookies have been set on your device and how to manage and delete them <a href="#">here</a>.</p> <p>Furthermore, to prevent your personal information from being accessed by the owners of these platforms, you can log out of your accounts before accessing our Sites.</p>
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### How can you exercise your cookies choices?

You have the right to choose whether or not to accept Cookies. You should be aware that if you choose to refuse or remove Cookies, this could affect the availability and functionality of our Site.

If you don't want the Site to use cookies, please follow the instructions in the table above and below.

#### **Website (Browser) Opt-Out:**

Most browsers accept cookies by default. You may be able to change the settings to have your browser refuse certain cookies or notify you before accepting cookies. To do so, please follow the instructions provided by your browser which are usually located within the "Help", "Tools" or "Edit" facility. Some third parties also provide the ability to refuse their cookies directly by clicking on an opt-out link, and we have tried to indicate where this is possible in the table above.

For further information about cookies, including how to see what cookies have been set on your device and how to manage and delete them, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

#### 4. **WHO WE SHARE YOUR PERSONAL INFORMATION WITH**

Your personal information may be disclosed to:

- **Service providers.** We engage companies to provide services on our behalf and which process personal data, which may include data hosting companies, vendors that send emails on our behalf, analytics providers, and information technology providers;
- **Our partners.** For example, with other members of SNAC that provide certain services and with exhibitors at our trade show, SNAXPO. These partners may send marketing messages to you after we share personal information with them (with your consent, where such consent is required by law).
- **With your consent.** We may share information with companies or other organisations where you have asked us to or agreed that we may share your personal information with them, for example if you ask us to share your information with other members of SNAC ;

- **Professional advisors.** This includes lawyers and auditors who assist us in running our business and defending our rights;
- **Law enforcement agencies, courts, regulators, or government authorities.** We may share your personal information with these parties where we believe this is necessary to comply with a legal or regulatory obligation, or otherwise to protect our rights or the rights of any third party; or
- **Asset purchasers.** We may share your personal information with any third party that purchases, or to which we transfer, all or substantially all of our assets and business. Should such a sale or transfer occur, we will use reasonable efforts to try to ensure that the entity to which we transfer your personal information uses it in a manner that is consistent with this privacy notice.

#### 5. **TRANSFERRING YOUR PERSONAL INFORMATION INTERNATIONALLY**

SNAC is located in the USA, so your personal information will be used and processed in the USA, as well as in other countries which may be outside your country of residence, and which may not be considered as providing the same level of protection for personal information as the laws of your country of residence. To ensure your personal data is properly protected, we put in place appropriate safeguards in compliance with applicable law (which may include contractual commitments) to ensure that your personal information is adequately protected. If you would like to know more about how SNAC protects your personal information when it is transferred outside the EEA, or to obtain a copy of the safeguards we put in place to protect your personal information when it is transferred, please contact us using the contact details set out below.

#### 6. **YOUR RIGHTS**

You have certain rights regarding your personal information, subject to local law. These include the following rights to:

- access your personal information
- rectify the information we hold about you
- erase your personal information
- restrict our use of your personal information
- object to our use of your personal information
- receive your personal information in a usable electronic format and transmit it to a third party (right to data portability)

If you would like to discuss or exercise such rights, please contact us at the details below.

We encourage you to contact us to update or correct your information if it changes or if the personal information we hold about you is inaccurate.

We will contact you if we need additional information from you in order to honour your requests.

#### 7. **UPDATES TO THIS PRIVACY POLICY**

We may modify or update this Policy from time to time. If we change this Policy, we will notify you of the changes. Where changes will have a fundamental impact on the nature of the processing or otherwise have a substantial impact on you, we will give you sufficient advance notice so that

you have the opportunity to exercise your rights in relation to your personal information (for example, to object to the processing).

## **8. CONTACT US**

We are SNAC International, located at 1560 Wilson Boulevard, Suite 550, Arlington, VA 22209, USA. You can also contact us at: [lwells@snacintl.org](mailto:lwells@snacintl.org).

We are committed to working with you to obtain a fair resolution of any complaint or concern about privacy. If, however, you believe that we have not been able to assist with your complaint or concern, you have the right to make a complaint to the data protection authority in your country of residence using their website.