

“PRIVACY POLICY” SEATTLE YACHT CLUB

Seattle Yacht Club (“SYC”) is a member only organization with limited public access to its official web and/or social media sites. This privacy policy applies to SYC members, and to non-members, who inquire, register, and/or participate in SYC special events, programs, boating or boating related activities.

Read these terms carefully. By using the SYC website, Facebook page and/or other forms of social media administered by SYC, members and non-members consent to this privacy policy.

A. Non-personally Identifiable Information.

SYC collects member and non-member non-personally Identifiable Information through technology to perform statistical analyses regarding user behavior and characteristics. This aggregated information, such as frequency of access and anonymous demographic information is used to evaluate site traffic patterns, behavior and characteristics, server usage, to improve existing services and for web development, features, and internal marketing. Aggregated non-personally identifiable information may be provided to licensees, sponsors, and advertisers but not to gather personally identifiable information. SYC may collect IP addresses to help diagnose problems, for administration and to track visitor traffic. An IP address is associated with the access point through which users enter the Internet. Internet Service Providers typically control IP addresses. An IP address, by itself, is not personally identifiable information. SYC may combine an IP address with other information that could potentially generate personally identifiable information.

For users accessing SYC’s webpage, SYC’s Facebook page, anonymous demographic information may be collected by SYC’s Facebook Administrator. SYC does not have access to or control over other information that may be collected independently on users by Facebook or by other social media sites.

SYC may use a variety of technological methods to collect information, including “cookies.” Cookies are pieces of information a website sends to a computer when a user is browsing when viewing that website. These technological methods may transmit information directly to SYC or to an authorized third party, who collects information on SYC’s behalf.

Personally Identifiable Information: Personally identifiable information is information on the user that relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular person or household.

SYC uses personally identifiable information:

- To support SYC activities, back-office accounting, and operational services.
- To defend or enforce SYC By-Laws, rules, policy, or third-party legal requirements; and
- To protect the safety and security of members, staff, or property.

SYC collects and maintains Personally Identifiable Information on its members including, but not limited to member name, number, boat name, contact information, marital status, date of birth (for class of membership). SYC may use personally identifiable information to verify, process, store, enforce, investigate and/or assist with transactions and operations (e.g., credit card processors, auditors); improve the value, quality, and attractiveness of SYC membership. SYC may also use/disclose personally identifiable information via cross function collaboration within the Club and with certain Third Parties, who directly or indirectly provide services to SYC and its members. SYC informs members regarding Club activities, events and programs sponsored by SYC or in conjunction with other clubs. This may include information volunteered by our members, or non-members, via web or social media site or by hosting a SYC rally or event. While SYC does not sell such information, content submitted, posted, emailed, or otherwise transmitted, including comments, photographs, and similar personally identifiable information may be used and/or shared by SYC. Do not supply personal information about others unless you are authorized to do so.

Opt-Out: Using the “member profile” feature, members can verify, change, correct personal information, and opt-out of e-communications. Members can also use the SYC website to verify, correct and register for or remove registration up to a certain date for SYC events.

At the time of registration to SYC events, non-members should alert SYC to restrict use of non-member personally identifying information to that event. Non-members may opt out of the registration if they are unwilling to provide personally identifying information necessary to participate in the event.

SYC Administrators may also control member access including but not limited to confidential personally identifiable information and/or sensitive information on its members. SYC may also monitor and restrict Wi-Fi usage, particularly at SYC Outstations.

Security Measures.

SYC restricts access to members' personally identifiable information. SYC key personnel such as SYC's General Manager and Membership Director may have administrative access as part of his/her employment and function. Where necessary, a SYC committee chair such as Membership Chair may have limited access to evaluate new member applications and related functions of that committee. SYC maintains electronic files on its members and may keep back-up paper files, stored within SYC administrative offices. SYC keeps scanned or electronic member files behind secured networks. SYC may store information necessary for accounting and other back-office processing on SYC servers. SYC restricts administrative access. Those with restricted access are instructed to keep the information confidential as part of their continued employment or engagement. SYC does not grant inquiries as to a member's confidential or personally identifiable information by other SYC members or a third party unless compelling circumstances and/or legally required.

Web Links.

SYC may provide links on SYC's web and social media sites to promote sailing and other educational opportunities for members and the public. SYC is not responsible for the privacy policies, data collection and/or usage practices or other content on linked or other web or social media sites.

Unless required to become a member of SYC, for registration or participation in SYC events, or to obtain services from SYC, we suggest users exercise caution when volunteering personally identifiable or confidential information. Be prudent when communicating sensitive information via SYC's website, Facebook page, or other social media or public message boards. Although SYC does not engage in this practice, personal information could be transferred to a third party without your knowledge. SYC is not able to monitor and/or oversee these communications or to protect volunteered information via links or at third party sites. You may be giving information to a third party and its privacy policy will apply.

Photographs:

SYC and its members often take photographs of members participating in member-only events as well as photographs of non-member guests at members only events, as well as events open to the public. SYC may select photos for publication and publish them via the Seattle Yacht Club website, social media, the *Binnacle*, and other means. SYC members evidence their consent to this policy by becoming a member or participating in an event.

Children Online Privacy Protection Act:

SYC does not target, market, or otherwise advertise to children under the age of 13 years old. SYC does foster sailing related education and Junior Sailing programs. In that regard, SYC may collect personally identifiable information on children under the age of thirteen:

- If, with parental consent, they currently are a SYC junior members; and/or
- If, with parental consent, they wish to join as a SYC junior member.

Parental consent to the collection and use of children's personal information is not consent to the disclosure of this personal information to third parties. If you are under the age of thirteen (13), you must ask your parent or guardian for permission to use SYC's website, Facebook page or other SYC social media. If you are a parent and you have questions regarding our data collection practices, please contact us using the information provided at the end of this Privacy Policy.

User Guidelines:

Use of the SYC name and/or Trade name(s), logos, and any other intellectual property of SYC including but not limited to trade secrets, is not permitted without specific prior written authorization. Please contact SYC's Membership Services Director, who may, when necessary, involve the SYC Judge Advocate.

SYC members volunteer on various SYC committees in furtherance of SYC's mission. Members acquiring, assessing, and posting and/or sharing information should adhere to SYC's privacy policy, act responsibly as to SYC, their fellow members and the public.

Enforcement:

SYC Members, please refer to SYC By-Laws and Member Policies, Procedures and Rules to understand the risks and potential consequences violations of this Privacy Policy.

Policy Changes:

SYC may amend this privacy policy from time to time. Please review it periodically. We maintain the option to modify this privacy policy at any time. SYC will take reasonable steps to post updates on our web or social media sites. SYC members and non-members agree to any amendments by continued use of our web or social media sites on or after the date that such notices are posted.

Contact Information:

SYC Web and Facebook Administrator:

SYC Membership Director

Ph: (206) 325-1000

Email: membership@seattleyachtclub.org.