



Privacy Policy

The Association of Strategic Alliance Professionals (ASAP) values your privacy and is committed to protecting your personal information. This policy explains how we collect, use, and safeguard information obtained through our website, www.strategic-alliances.org ("the Website"), as well as your rights regarding that information.

Information We Collect

- ASAP collects and processes information to support member services, deliver programs and events, and improves website experience.
- Automatically collected data: When you visit the website, your IP address may be logged to diagnose technical issues, monitor performance, and review aggregate visitor activity.
- Cookies: Small files stored by your browser that help remember preferences and support usability. You can adjust your browser settings to refuse or delete cookies, though some site features may be limited without them.
- Voluntarily provided data: When you join ASAP, create an account, or register for an event, we collect information such as your name, contact details, and payment information.

Cookies & Tracking

- To support site functionality and understand general usage trends, ASAP may work with trusted technology providers and tracking tools, including cookies and analytics services.
- You can disable or delete cookies through your browser settings, although some features may not work as expected if essential cookies are turned off.

- ASAP partners with third-party service providers that are contractually required to protect and handle information securely under data protection agreements.
- Access to any collected data is limited to authorized teams and secured technical support partners.

How We Use Your Information

Information is used to support members and participants, and to send updates when you choose to receive them. Specifically, ASAP may use your information to:

- Share updates and communications such as newsletters, program details, and event announcements.
- Provide member services and respond to inquiries, support requests, or information needs.
- Gather feedback through surveys and evaluations.

Member Information

Certain areas of the Website (Member Areas) are accessible exclusively to active ASAP members. Members may view, control, and update their personal information at any time.

Access to member records is limited to the individual member and authorized ASAP staff. Portions of contact information may appear in the ASAP Member Directory while membership is active and is provided solely for professional networking purposes and never for commercial outreach, resale, or marketing outside of the ASAP community. Misuse of this information may result in suspension or termination of membership. Retention periods for member records follow our internal record-retention policy, which governs when data is archived or removed.

Email and Communication Privacy

ASAP does not sell, rent, or share member email addresses, phone numbers, or SMS information with third parties. Members and other contacts may choose to unsubscribe from promotional or marketing emails at any time using the “Unsubscribe” link provided in each message. Transactional or service-related emails—such as registration confirmations, membership updates, or required

notices—will continue to be sent as needed. If a data-security incident occurs, ASAP responds promptly, and provides notice when required under applicable regulations.

External Links

Our website may contain links to external websites. ASAP is not responsible for the privacy practices or content of these external sites. Visiting linked websites is at your own risk and subject to the privacy policies of those sites.

Data Rights and Access

Individuals have the right to access and review personal information maintained by the Association of Strategic Alliance Professionals (ASAP). Requests may also be made to correct or update inaccurate data, or to have personal information removed from ASAP's database.

International Data Protection Rights

Individuals located outside the United States, including within the European Union (EU) or United Kingdom (UK), may have additional rights under applicable data protection laws such as the GDPR. These rights can include requesting access to, correction, deletion, or limits on how personal data is used, as well as the ability to object to certain processing. Requests to exercise these rights can be sent to ASAP as outlined at the end of this policy.

International Data Transfers & Safeguards

ASAP hosts programs and events in various countries, and personal information is collected only when someone registers to participate. When registration is processed from outside the U.S., the information remains protected through confidentiality requirements and appropriate security safeguards. Access to member and registration records is restricted to the individual or authorized staff assisting with administration. No personal data is shared for resale, external marketing, or commercial purposes. Retention, archiving, or removal of records follows internal retention standards aligned with legal and operational requirements.

Policy Updates

ASAP may update this Privacy Policy periodically. Any changes will be posted on the Website with an updated effective date. Continued use of the Website after any changes signifies your acceptance of the revised policy.

Contact Information

Please contact ASAP if you have questions about this Privacy Policy or how your information is handled. You can reach us at 935 Great Plain Ave, 127, Needham, MA 02492, USA, or by phone at 781-562-1630. For data-rights or privacy requests, email asap@strategic-alliances.org. We aim to acknowledge requests within five business days and to provide a response or resolution within 30 days.