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VIRGINIA  
ASSOCIATION  
of MUSEUMS

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This Privacy Policy is applicable to the Virginia Association of Museums website and to the activities and practices of the Virginia Association of Museums off-line. This Privacy Policy explains how we collect information from you offline and on our website and how we use such information.

## PERSONAL INFORMATION

We only collect personally identifiable information about you when you specifically and knowingly provide such information. For example, we may gather personally identifiable information about you (including, but not limited to, your name, street address, telephone and facsimile numbers, e-mail address, level of education, profession, job title, and credit card information) during the following interactions:

- During the initial membership process;
- During the membership renewal process;
- When you register for a workshop or a conference;
- When you join or submit a form for the certificate program.

We primarily use personally identifiable information to enhance your experience on our website, to enhance our services, and, if applicable, to enhance your experience as a member of VAM.

Your personal information may be used to provide you with information about VAM activities. The information will not be used for any commercial or philanthropic purpose not directly connected with or approved by VAM. VAM has a small number of affinity partners and business members, who offer special promotions or services for VAM members. We carefully screen these partners and believe that they provide value to the VAM community. From time-to-time VAM may share your information with these businesses in order that they may offer you their services or products, unless you expressly opt out of these communications.

### When is Your Information Shared?

Our website has password-protected, secure areas which enable members to connect with each other using the Member Directory. All members are automatically included in this directory unless they specifically opt-out. This information is only available to paid members of VAM, and is not provided to outside individuals or organizations.

VAM will include personally identifying information of individuals attending the Annual Conference, workshops, or other educational programs in participant lists distributed to others attending the same program unless they expressly opt-out.

Should you choose to opt out of receiving mailings from VAM or its members and partners, or being listed in directories and participant lists, please contact [membership@vamuseums.org](mailto:membership@vamuseums.org), or call 804-358-3170.

### Non-Personal Information

On our website, and through program surveys, we do collect non-personal information about our members. This information is used in the aggregate only, and includes demographic data, page visits on the website, program ratings, and statistics.

### General Policies

Our website contains links to other sites not controlled by the Virginia Association of Museums. VAM is not responsible for the privacy practices of other sites, which may differ from our practices. We recommend that you remain aware of the practices of all sites which you visit.

When asking for personal information online, we strive to provide secure transmission of your information. We follow industry-standard practices, using Secure Socket Layer (SSL) encryption technology. No electronic financial transaction information is obtained or retained by VAM. All electronic financial transactions are handled by a secure third party organization according to industry security standards.

VAM takes reasonable physical, electronic and administrative security precautions to maintain the security and accuracy of all personal information we collect, including limiting the number of people who have physical access to our database, as well as employing electronic security systems and password protections that guard against unauthorized access, loss, misuse or alteration. Only authorized VAM personnel, including service providers, have access to the data. Notwithstanding the above, due to the open nature of the Internet, we cannot guarantee that any information stored in our database, or transmitted to or from a user, will be free from unauthorized access. Please note that e-mail is not encrypted and is not considered to be a secure means of sharing personal information with us.

We reserve the right to change this policy at any time. If we revise our policy, we will post changes on our website. By accessing our website and providing personal information to the Virginia Association of Museums, you are agreeing to accept the above terms and conditions.