



## Privacy Policy for the Charlotte Estate Planning Council

CEPC respects the privacy of its members and other visitors to its website. CEPC strongly believes that if electronic commerce and online activities are to flourish, consumers must be assured that information provided online is used responsibly and appropriately. To protect online privacy, CEPC has implemented the following policy.

### **What Information Does CEPC Collect?**

Most data CEPC collects is used only to help us better serve our members. It is our general policy to collect and store only personal information that our members and visitors knowingly provide. If our privacy policies change, we will notify all users by e-mail or a special announcement placed on the website.

**From General Users.** CEPC does not collect any personal information from users browsing its website. Only aggregate data, such as the number of hits per page, is collected. Aggregate data is only used for internal and marketing purposes and do not provide any personally identifying information.

**From CEPC's Members, Conference Registrants, and Other Customers.** To gain access to members-only resources and personalization features on [www.charlotteepc.org](http://www.charlotteepc.org), members and other users are asked to register and provide some limited information. This information is submitted voluntarily. CEPC asks users to provide their name, organization name, business phone, and e-mail. Similar information may be submitted to CEPC through membership applications, meeting and event registration, publication orders, subscriptions, and contest registrations. CEPC only uses this information to enhance its products and distribution of those products to its members. This information is not sold or distributed in any other manner.

### **How Does CEPC Use Data Collected?**

CEPC uses information voluntarily submitted by members and other customers in the following ways:

**Member Services and Products.** Generally, CEPC and its direct subsidiaries use data collected to improve its own web content; to respond to visitors' interests, needs and preferences; and to develop new products and services.

**Disclosures to Third Parties.** CEPC also makes member contact information available through the CEPC Membership Directory to other members and visitors using its website. On occasion, CEPC may provide limited data to third parties that offer products and services. These limited data include names, job titles, companies and business addresses, but do not include business phone numbers, business fax numbers or e-mail addresses. Users may request CEPC refrain from disclosing the data it collects to third parties by contacting CEPC at [info@charlotteepc.org](mailto:info@charlotteepc.org) or 704-940-7382 to express their preferences if they determine that they do not wish to have the information shared.

**Consent to Use Personal Information.** For the purposes of the Data Protection Act(s) 1984 and 1998 (as applicable), CEPC or its agents must store, host and otherwise process the information (including personal data) supplied by the User when registering for this website. User supplies as defined above when registering for the website in order to allow CEPC (or its designated agents) to use the information to send the User unsolicited direct mail advertisements, promotions, and solicitations for third parties' products and services.

**Credit Card Account Information.** CEPC does not disclose credit card account information provided by its members and customers. When members and customers choose to pay using their credit cards, CEPC submits the information needed to obtain payment to the appropriate clearinghouse.