

PRIVACY POLICY

Most Recent Update: March 27, 2024

Welcome to the Latin American Association's (LAA) website. This Privacy Policy explains how the Latin American Association collects, uses and discloses personal information of its customers, prospective customers, and visitors to its website at thelaa.org

COLLECTION OF PERSONAL INFORMATION

Information collected directly from you: We may collect personal information directly from you, including but not limited to:

- Contact information (name, email, phone)
- Demographic information (age, gender, location)
- Log and usage data (IP address, browser type, pages visited)

Information collected from your device: Our website may use tracking technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device, including for example your IP address, browser and operating system information, geographic location, referring website address, and other information about how you interact with our website. You may disable cookies in your web browser however parts of our website may not function properly. More information about blocking and deleting cookies is available at <http://www.allaboutcookies.org>. Our email campaigns may also use tracking technologies such as web beacons, pixels and other similar technologies to automatically collect certain information such as your IP address, browser type and version, and email engagement statistics.

USE OF PERSONAL INFORMATION

We may use third-party service providers to assist us with providing and marketing our products and services to you and we may share your information with such third parties for these limited purposes.

- We use Constant Contact for our email marketing and text message communications. For more information about how we may use your information with Constant Contact and the information that may be collected through our email campaigns, see Constant Contact's Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contact-data-notice>
- We use Net2Phone to communicate directly with clients via text message or phone call. After completing an intake with one of our team members or calling us, we may reach back out with a text message or phone call via net2phone. Net2phone's privacy policy can be found here: <https://www.net2phone.com/privacy-policy>
- We use JotForm to collect information from clients for intake into programs and services or registration for events. JotForm connects with Square to take payments for classes and other fee based programs. Here is the JotForm privacy policy: <https://www.jotform.com/privacy/#:~:text=We%20don%27t%20sell%20or,us%20permission%20to%20do%20so>) Here is Square's privacy policy: <https://squareup.com/us/en/legal/general/privacy>

- We use Google Analytics to help us understand how visitors interact with our website. Google uses and processes your information in accordance with its privacy policy available at <https://policies.google.com/privacy?hl=en-US>
- We use BlackBaud as our payment processor. Blackbaud uses and processes your payment information in accordance with its privacy policy available at <https://www.blackbaud.com/company/privacy-policy/north-america>

We may also share your personal information if necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

EMAIL AND TEXT MESSAGE COMMUNICATIONS

If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us.

If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us. For more information, see our Mobile Messaging Terms and Conditions available at: thelaa.org

CHANGES TO THE THIS PRIVACY POLICY

We may update this Privacy Policy at any time. Please review it frequently.

CONTACT INFORMATION

If you have any questions about this policy or our privacy practices, please contact us at communications@thelaa.org