



**Technology Professional Services Association | TPSA  
Privacy Policy  
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## Information Collection & Use

### Registration

In order to access the member-protected areas of our website, you must first complete an online registration form and create a username and password. During registration you are required to provide your business contact information (name, email address, phone number, etc.). We use this information to validate the persons granted access to our membership resources and to contact you about member services and programs which may be of interest to you.

You have the option to provide additional demographic information to us; we encourage you to submit this information so we can provide you with a more personalized experience online and in our communications.

See 'Communications from TPSA' for examples of our member communications.

*TPSA, Inc.* is the sole owner of the information collected on [www.tpsaonline.com](http://www.tpsaonline.com).

### Orders

If you purchase one of our products or services, or register for one of our events, we request certain personally identifiable information from you on our order form. You must provide contact information (such as name, email, and shipping address) and financial information (such as credit card number, expiration date).

We use this information for billing purposes and to fill your orders. If we have trouble processing an order, we will use this information to contact you.

### Surveys or Contests

We may provide you the opportunity to participate in contests or surveys on our site or through our email communications. If you participate, we will request certain personally identifiable information from you. The requested information typically includes business contact information (name, email address, phone number, etc.).

We use this information to notify contest winners and award prizes, to monitor site traffic, or to send participants feedback on their participation in surveys.

We may use a third party service provider to conduct these surveys or contests; those service providers will be prohibited from using our users' personally identifiable information for any other purpose.

We will not share the personally identifiable information you provide through a contest or survey with other third parties unless we give you prior notice and choice.

### Tell-A-Friend

If you choose to use our referral service to tell a friend about our site, we will ask you for your friend's name and email address. We will automatically send your friend a one-time email inviting him or her to visit the site.

TPSA, Inc. stores this information for the sole purpose of sending this one-time email and tracking the success of our referral program.

Your friend may contact us by phone, fax, email, or postal mail using our contact information below to request that we remove this information from our database.

## Profile

We store information that we collect through our online registration process, orders for products and services, cookies, log files, “clear gifs”, and other third party resources to create a “profile” of your preferences. We tie your personally identifiable information, and your purchasing history, to information in the profile, in order to provide tailored promotions and marketing offers and to improve the content of our website and communications for you.

We are occasionally asked to share your profile information with other Point B, Inc. subsidiaries and our third-party business partners. Without your express permission we share your profile in aggregate form only. We will not share your personally identifiable information with other Point B. subsidiaries or with our third-party business partners unless we give you prior notice and choice.

Please see ‘Your Profile’ for information about how to indicate your communication preferences.

## Enhancement of Profile Information

In order to provide programs, resources, and events of value to you, we may on occasion supplement the personal information you submitted to us with information from third party sources.

For instance, we contract with third party market research providers to gather the names of new potential member companies and new individual members. We will supplement the personally identifiable data you have provided us with the additional data provided by the market research provider.

## Uses of Information

We use your personally identifiable information gathered through our website registration process to validate the persons granted access to our membership resources and to contact you about member services and programs which may be of interest to you. We use additional demographic information to provide you with a more personalized experience online and in our communications.

We use contests and surveys to gather data and opinions about potential benefits, features, and options for the offerings of our Association.

We share aggregate and personally identifiable information with our parent company Point B, Inc. We are occasionally asked to share your profile information with other Point B, Inc. subsidiaries and our third-party business partners. Without your express permission we share your profile in aggregate form only. We will not share your personally identifiable information with other Point B. subsidiaries or with our third-party business partners unless we give you prior notice and choice.

We use aggregate information collected from our website, communications, and programs, which does not identify individual users, to analyze trends, to administer the website, to track users’ movements around the site and to gather demographic information about our user base as a whole.

## **Communications from the Site**

### Website Registration and Member Service

Based upon the personally identifiable information you provide us, we will send you a welcome email to verify your username and password. We will also communicate with you in response to your inquiries, to provide the services you request, and to manage your account. We will communicate with you by your preferred method.

### Specific Programs, Resources, and Events

We will occasionally send you information on programs, resources, and events. Out of respect for your privacy, we present the option not to receive these types of communications.

### Weekly TPSA Update

We send a weekly program update that generally describes the major programs, resources, and events available to individuals who have registered as part of our database and to the members of our Association. Out of respect for your privacy, we present the option not to receive this type of communication.

### Service-Related Announcements

We will send you strictly service-related announcements on rare occasions when it is necessary to do so. For instance, if access to the member-protected areas of our website is temporarily suspended for maintenance, we might send you an email. Generally, you may not opt-out of these communications, which are not promotional in nature. If you do not wish to receive them, you have the option to deactivate your account.

Please see "Your Profile" for information about how to indicate your communication preferences.

## Information Sharing and Disclosure

### Aggregate Information (non-personally identifiable)

We share aggregated demographic information about our user base with third party business partners and with our parent company, Point B, Inc. This information does not identify individual users.

We use aggregate information collected from our website, communications, and programs, which does not identify individual users, to analyze trends, to administer our website, to track users' movements around the site and to gather demographic information about our user base as a whole.

In these instances we do not link aggregate user data with personally identifiable information.

### Personally Identifiable Information

Personally identifiable information includes your business contact information provided to TPSA during our website registration process but does not include your billing information. We are occasionally asked to share your profile information with other Point B, Inc. subsidiaries and our third-party business partners. Without your express permission we share your profile in aggregate form only. We will not share your personally identifiable information with other Point B. subsidiaries or with our third-party business partners unless we give you prior notice and choice.

### Third Party Business Partners

The TPSA partner network consists of three distinct communities:

**TPSA Industry Solution Partners** have products or services that address the operational needs of technology professional services organizations.

**TPSA Certified Partners** are consultants focused on the technology professional services industry with recognized expertise in such areas as services strategy, sales enablement, services portfolio development, and services marketing.

**TPSA Content Partners** have products or capabilities that are critical for the development and delivery of core TPSA programs.

On occasion, our business partners may want to offer their services and products to our member companies. For instance, an industry solution partner may ask us to host a webcast or post a whitepaper about a product or service relevant to the technology professional services industry on their behalf. Or, a certified partner may ask us to host an information session about the services they can offer our member companies.

### Point B, Inc.

TPSA, Inc. is a wholly owned subsidiary company of Point B, Inc.

### Agents

We use an outside shipping company to fulfill orders, and a credit card processing company to bill you for goods and services. These companies do not retain, share, store or use personally identifiable information for any other purposes.

### Legal Disclaimer

We reserve the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order, or legal process served on our Web site.

## Technology & Security

### Log Files

As is true of most Web sites, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and click stream data.

We use this information, which does not identify individual users, to analyze trends, to administer the site, to track users' movements around the site and to gather demographic information about our user base as a whole.

We also link automatically-collected data to personally identifiable information. IP addresses are tied to personally identifiable information to administer our website, to track users' movements around the site and to gather demographic information about our user base as a whole.

### Cookies

A cookie is a small text file that is stored on a user's computer for record-keeping purposes. We use cookies on this site. A cookie is a very small text file placed on your hard drive by a Web Page server. It is essentially your identification card, and cannot be executed as code or deliver viruses. A cookie's purpose is to tell the server that you returned to that Web page. It is uniquely yours and can only be read by the server that gave it to you. We do link the information we store in cookies to any personally identifiable information you submit while on our site.

We use session ID cookies to make it easier for you to navigate our site. A session ID cookie expires when you close your browser.

If you reject cookies, you may still use our site, but your ability to use some areas of our site, such as contests or surveys, will be limited.

### Clear Gifs (Web Beacons/Web Bugs)

We employ a software technology called clear gifs (a.k.a. Web Beacons/Web Bugs), that help us better manage content on our site by informing us what content is effective. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. In contrast to cookies, which are stored on a user's computer hard drive, clear gifs are embedded invisibly on Web pages and are about the size of the period at the end of this sentence. We tie the information gathered by clear gifs to our customers' personally identifiable information.

We use clear gifs in our HTML-based emails to let us know which emails have been opened by recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns. If you would like to opt-out of these emails, please see "Your Profile."

### Links to Other Sites

Our web site contains links to other sites that are not owned or controlled by *TPSA, Inc.* Please be aware that we are not responsible for the privacy practices of such other sites. We encourage you to be aware when you leave our site and to read the privacy statements of each and every Web site that collects personally identifiable information. This privacy statement applies only to information collected by this Web site.

### Bulletin Boards/Online Forums

If you use a bulletin board or online forum on this site, you should be aware that any personally identifiable information you submit there can be read, collected, or used by other users of these forums, and could be used to send you unsolicited messages. We are not responsible for the personally identifiable information you choose to submit in these forums.

### Security

The security of your personal information is important to us. When you enter sensitive information (such as credit card number and/or social security number) on our registration or order forms, we encrypt that information using secure socket layer technology (SSL). To learn more about SSL, follow this link: [SSL Certificates](#).

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

If you have any questions about security on our Web site, you can contact us by phone, fax, email, or postal mail using our contact information below.

## Your Profile

### Access to Your Personally Identifiable Information

If your personally identifiable information changes, or if you no longer desire our service, you may correct or update it by contacting us using our contact information below. You may also correct, update, or delete your information from our database by phone, fax, email, or postal mail using our contact information below.

### Choice: Opt-out

We provide you the choice to 'opt-out' of having your personally identifiable information used for certain purposes, when we ask for this information. For example, if you register on our website or attend one of our events, but do not wish to receive any additional marketing material from us, you can unsubscribe from our emails or delete your information from our database by phone, fax, email, or postal mail using our contact information below.

If you no longer wish to receive our program, webcast, event, or publication communications, you may opt-out of receiving them by following the instructions included in each communication or by phone, fax, email, or postal mail using our contact information below.

We are occasionally asked to share your profile information with other Point B, Inc. subsidiaries and our third-party business partners. Without your express permission we share your profile in aggregate form only. We will not share your personally identifiable information with other Point B. subsidiaries or with our third-party business partners unless we give you prior notice and choice.

## **General Information**

### Business Transitions

In the event *TPSA, Inc.* goes through a business transition, such as a merger, acquisition by another company, or sale of all or a portion of its assets, your personally identifiable information will likely be among the assets transferred. We will prominently post this information on our website. You will also be notified via email of any such change in ownership or control of your personal information.

### Changes in this Privacy Statement

If we decide to change our privacy policy, we will post those changes to this privacy statement, the link on our homepage, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our home page.

### Contact Us

If you have any questions or suggestions regarding our privacy policy, please contact us by email at [info@tpsaonline.com](mailto:info@tpsaonline.com), by phone at 858-673-3041, by fax at 858-946-005, or by postal mail at 11031 Via Frontera, Suite A, San Diego, CA 92127.