

PRIVACY POLICY OF THE ASSOCIATION FOR CONSUMER EFFECTIVENESS!

1. DEFINITIONS

- A. True owner:** A true owner is the individual consumer, person, or corporation who is the individual consumer, person, or corporation which any said data or information is describing or identifying with particularity, or whose actions do cause there to be a third party monitoring and recording of the behaviors, actions, or decisions of that individual by any third party for any commercial, scientific, or governmental purposes.
- B. Commercial Data Broker:** Any third party whom monitors, collects, harvests, gathers, and stores the data or information generated by a true owner of data or information, for the purposes of selling, trading, analyzing, or utilizing that true owners information for a profit or research driven motives.
- C. Hacker:** An individual who unlawfully or without express permission does seek to gain access to information to which direct access to has not been expressly granted.
- D. Third Party:** Any party not being the Association for Consumer Effectiveness or a True Owner of data, for the purposes of this privacy policy.
- E. Personal Information:** Any data or information which contains the name, social security number, or other identifiable information or characteristics that would tend to identify a true owner specifically or individually; or “Personal information”

means any information that identifies, relates to, describes, or is capable of being associated with, a particular individual, including, but not limited to, his or her name, signature, social security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. "Personal information" does not include information that is lawfully made available to the general public from federal, state, or local government records.

2. PROMISE OF THE ASSOCIATION

- A. It is the direct promise of the operators of the website for the Association for Consumer Effectiveness that under no circumstances, other than a direct court order or lawfully served warrant signed by a neutral magistrate, shall the Association divulge or sell any members or true owners information or divulge or sell any true owners consumer information to any third party without the strictest contractual consent of the true owner of that individual information.

- B. Any information the operators or owners of this website collect shall be only upon a written plain language contractual agreement for the limited purposes of facilitating the on mass noticing of all known commercial data brokers of the wish to opt out of any and all commercial collecting or usages of the personal information of the true owner of that information. Furthermore, any information collected for this purposes will be destroyed or erased as soon as possible after the facilitating of the on mass noticing of the commercial data brokers.

C. Any information collected to facilitate the gaining of an ISSN or other tracking number for the benefit of a true owner of information, shall only be utilized for that limited purposes, and destroyed or erased as soon as feasible to ensure the proper cataloging for the use of the true own to assert commercial ownership rights over their own personal information.

3. Commercial Transactions

Any commercial transactions or purchases made on the Association website shall be conducted by third party internet transaction companies. As such the Association shall never have access to any true owner financial information, nor shall the Association ever seek to possess any such information.

4. Third Party Bad Acts

The Association shall maintain reasonable security policies and procedures for any data it may happen to have to store in order for certain programs to work such as a donor's list or member's mailing list. However, as the primary security measure of the Association is simply not to collect and store true owner information as much as possible, the Association shall not be held liable for any third party bad acts from hackers or other malicious individuals or groups whom attack the Association data storage with the intent of gaining that information without permission.

5. Participation

By utilizing this website you agree to these stipulations and agree not to hold the Association or the Association website liable for things that may occur beyond our control. These terms may change from time to time, but if they do change a notice will be posted on the front page of

the website and on the blog telling you exactly what we changed and why.

6. Opt-Out

Any member or true owner may opt out from having their information stored for the purposes above by e-mailing us at oneacedata@gmail.com, and simply tell us to erase your data or information. However, our main opt out system is simply do not give us your information, as we want as little of your data and information as possible and will only accept the personal information of a true owner for specific purposes such as to accomplish the goals of any program we may hold open to consumers for their privacy benefit.