

# Your Right to Privacy

At the South Dakota Trust Association (SDTA) we have established policies and practices that respect the privacy of all individuals who attend the annual SDTA Fall Forum. We believe it is critical to comply with the laws and regulations designed to secure your privacy. Your relationship with us is very important, and we want you to understand our policies and practices with respect to handling your information.

## ***This policy applies to you***

This policy applies to our relationships with individuals and organizations who attend the SDTA Fall Forum conference.

## ***Strict security measures***

We take the security of information very seriously. We have established security standards and procedures to prevent unauthorized access to attendee and Speaker information. We maintain physical, electronic and procedural safeguards to guard attendee information. We educate SDTA Board Members and Executives about the importance of confidentiality and privacy.

## ***Why we collect information***

We collect information about you to:

- accurately identify you;
- protect and administer your registration for the event;
- process your registration for the event; and
- comply with certain laws and regulations.

## ***We collect information from***

We collect and maintain your personal information so that we can provide conference education and information to you. The types and categories of information that we collect and maintain about you include:

- Information we receive from you to register and attend the SDTA Fall Forum such as your name, company name, address, email address, and payment information.

The SDTA ensures that any online information provided by attendees through the SDTA internet site is otherwise kept private and secure by using encryption technology.

## ***Our selective sharing of information***

In order for us to provide conference registration, education and other services to you, we may disclose your name and company name in very limited instances, which include:

- Disclosure to nonaffiliated sponsors and other attendees

**We do not share your information with third parties for marketing purposes. We do not sell your information.**