

NAPT'S ONLINE PRIVACY POLICY

This Privacy Policy describes the information practices of the National Association for Pupil Transportation ("NAPT," "We," "our," or "Us,"), through our digital properties ("Properties"), which include websites of NAPT, micro-sites associated with NAPT events, and mobile applications that link directly to this policy.

INFORMATION WE COLLECT

When you visit our Properties, we may collect the following types of information:

- Information you voluntarily provide to us, such as your name, user name, address, phone number, email address and other contact information.
- When you sign on to our Properties or make a purchase with us, we may collect additional contact and payment information, payment history, profile and preference information that you provide.
- We may also collect information including, but not limited to, browser type, pages visited, device type, and time and date of visit. We may use cookies or similar technology to collect such information. Information gathered by cookies or similar technologies may be used for our business purposes such as analytics, research, digital advertising, and operational purposes. You may set your browser to notify you when a cookie is sent or refuse cookies altogether, but certain features of this site might not work without cookies.
- We may also collect geolocation data pertaining to your mobile device. This data may consist of precise latitude/longitude coordinates and may be linked to a device ID. We may use this location data to send you relevant information and offers from NAPT. Certain of our mobile applications may also use this information to determine if you are attending one of our events. If you are, we may present you with information relevant to such participation. You may control how we use your device's location information by visiting the settings menu of your mobile device. Please note that if you limit sharing of geolocation data, certain features of the mobile application may not work.

INFORMATION RETENTION

We will maintain information that personally identifies you and that is associated with your use of our Properties for as long as necessary for the purpose for which the information was collected, which may be as long as the duration of your membership or subscription, in some instances. If you are no longer a member, we will keep information that personally identifies you as long as necessary to comply with the laws governing our business, such as business, tax, or other legal purposes.

INFORMATION USE

First and foremost, we use the information we collect to provide you with reliable, high quality products and services, which includes using the information we collect to communicate with you and personalize your experience, make improvements and/or investigate theft or other illegal activities. This may involve linking and combining information about you from across our Properties, as well as from third parties ("Combined Information"). We may also use the information we collect to create operational and marketing reports, and to show you more relevant advertising, whether through our own services and websites, or on third party services and websites. We do not sell or otherwise share our Internet customers' internet usage Information, including web browsing histories obtained through our Internet service, with third parties for their own marketing or advertising purposes. In the event that we change these business practices, we would provide customers with any required notice and obtain any required consent

NAPT may use the information that we have collected for purposes including, but not limited to:

- Fulfilling purchase and other requests made by visitors;
- Providing the benefits of NAPT membership, including non-promotional NAPT communications;
- Improving and customizing the content of our Properties;
- Contacting members and those who visit our websites about NAPT products and services or upcoming events;
- Responding to requests for products, services, and/or information;
- Notifying visitors about updates to our Properties;
- Contacting visitors for marketing purposes, including by sending offers on behalf of third parties;
- For our research, recordkeeping, and reporting purposes; and
- Complying with law and maintaining the security of our Properties.

INFORMATION SHARING

NAPT will not sell, rent or lease your personal information to others, except as described in this Privacy Policy.

NAPT shares personal information in the following ways:

- (1) NAPT retains service providers and suppliers to deliver complete products, services and customer solutions and to assist NAPT with marketing and communication initiatives. Suppliers and service providers are required to keep confidential the information received on behalf of NAPT and may not use it for any purpose other than to carry out the services they are performing for NAPT.
- (2) Except as described in this Privacy Policy, NAPT will not share the personal information you provide to NAPT with non- NAPT third parties without your permission, unless to: (i) comply with any applicable law, regulation, subpoena, or court order, (ii) respond to authorized information requests of police and governmental authorities; or (iii) protect NAPT or the personal safety of NAPT staff, members or third parties.

EMBEDDED WEB LINKS

Some emails from NAPT may use links designed to lead you to a relevant area on the Web. The redirection system allows NAPT to change the destination URL of these links, if necessary, and to determine the effectiveness of our marketing initiatives. In emails, such web links may also allow NAPT to determine whether you have clicked a link in an email, and this information about the interaction may be connected to your personal identity. If you do not want NAPT to collect information about the links that you click, you can: (1) change your choice about how you receive communications from NAPT (i.e. choose a text-based version of the message where available); or (2) choose not to click links in an email that NAPT sends.

THIRD-PARTY LINKS

We may provide links to third-party websites for your convenience and information. If you access those links, you will leave our Properties. NAPT does not control those sites or their privacy practices, which may differ from NAPT's practices. The personal data you choose to provide to or that is collected by these third parties is not covered by the NAPT Privacy Policy, and NAPT is not responsible for any information you elect to submit in these venues or the use of such information. Please note that any information that you post to public bulletin board or chat room is accessible to all persons accessing that location. In addition, NAPT is not responsible for the privacy policies and practices of any of these third parties. You should review the privacy policy and terms of use of all third-party websites that you access.

INTEREST-BASED ADS

We sometimes work with third-party online advertisers who may collect and use information about your visits to this site and other sites across the Internet to serve relevant ads to you. This type of advertising is known as interest-based advertising. We may also partner with ad networks and other companies that serve ads on behalf of us and others on non-affiliated web sites. To learn more about interest-based ads and how to opt-out of this form of advertising on your web browser by companies participating in the Digital Advertising Alliance (“DAA”) self-regulatory program, please go to <http://www.aboutads.info/choices/>

YOUR CHOICES

If you do not wish to receive information about NAPT products and services, third-party offers we may send you, or upcoming events, you may opt-out of receiving promotional DMA communications by sending an email request to info@napt.org

Please note that NAPT members who opt-out of promotional NAPT communications will continue to receive non-promotional NAPT communications via email (such as member newsletters and membership information) that are provided as conditions of NAPT membership. If you would like to opt-out of individual NAPT member publications, please contact NAPT headquarters at 518-452-3611 or info@napt.org. If you do not wish to have your information shared with third-party companies as previously described, please send an email request to info@napt.org indicating such.

You may also contact us to indicate your preferences by mail or phone:

NAPT

1840 Western Avenue

Albany, NY 1203

Tel: 518-452-3611

Registered users of this site may update their information by logging in to this site and changing their information.

SECURITY

We take our responsibility to secure the information we collect and maintain seriously. NAPT uses Secure Sockets Layer (SSL) encryption when collecting or transferring sensitive information such as credit card information. Credit card numbers are used only for processing payments and are not used for other purposes.

To prevent unauthorized access or disclosure, to maintain data accuracy, and to ensure the appropriate use of the information, we use reasonable security, including technical, physical and administrative controls, to secure the information we collect and maintain. However, we cannot guarantee that these practices will prevent every unauthorized attempt to access, use, or disclose your personal information.

CALIFORNIA PRIVACY RIGHTS

California law entitles our California members to request additional information from a business which shares personally identifiable information with third parties for their direct marketing purposes. We do not share personally identifiable information with unaffiliated third parties, for their own direct marketing purposes. We may share personally identifiable information with some same-branded affiliates, however, for those affiliates’ direct marketing purposes. If you contact us, we will provide you

with the names and addresses of our same-branded affiliates and a list of personally identifiable information that we may have shared with them.

UPDATES

From time to time, we may update this Privacy Policy. We encourage you to review this Privacy Policy regularly to stay informed.

QUESTIONS?

If you have questions about this Privacy Policy, please contact us at:

NAPT Attention: Privacy Policy

1840 Western Avenue

Albany, NY 12203

Or via email: info@napt.org