

Privacy Policy Statement

This is the web site of Sports Turf Managers Association. STMA respects the privacy of its members and other visitors to its Web site. In summary, STMA does not collect any information through the Web site without the knowledge and consent of the user. In addition, all personal information collected through the site is provided on a voluntary basis by the user through a visible means of data entry. As part of this privacy pledge, the following provides a more detailed explanation of how the information provided to us is used and displayed on STMA.org.

1. Information collection and use

STMA is the sole owner of information collected on STMA.org. STMA uses the information to offer special services, to facilitate the flow of information between STMA and its users, to support and improve the association's programming, and to help keep the association's database systems current. All personal information collected on STMA.org is provided voluntarily via the submission of the various applications, surveys, forms and other online services located throughout the site.

For each visitor to our Web page, our Web server automatically recognizes only the consumer's domain name, but not any e-mail addresses.

We collect only the domain name, but not the e-mail address of visitors to our Web page, the e-mail addresses of those who communicate with us via e-mail, aggregate information on what pages consumers' access or visit, payment information (e.g., credit card number and billing address).

If you supply us with your postal address on-line you may receive periodic mailings from us with information on new services or upcoming events. You may receive physical mailings from STMA partners and STMA Commercial Member companies as well.

2. Usage tracking

STMA.org analyzes its Web server logs to track the site's usage patterns and gauge its performance. Although the server automatically tracks the visitor's domain name to determine the site's overall number of visitors, no attempt is made to correlate that information with individual users.

STMA releases limited aggregate site data for marketing and informational purposes. In addition to distributing general site statistics, this includes providing the number of views and clicks on particular pages or advertisements to sponsors and advertisers.

Additionally, some HTML email communications are designed to track page views and clicks in order to gauge their performance and determine response rates. This data

appears only in aggregate form and no personally identifiable information is collected or disseminated.

3. Registration and personalization

In order to gain access to certain features on the site, users must be an STMA Member. STMA members must only submit their member numbers and password. This username and password may be changed at any time by the user.

To optimize the site for STMA's users, certain areas of the site are personalized upon login. The information used to provide this personalized content is based on the data contained in the user's individual STMA record. To review or update any of this information, please login to STMA's Member Only page or contact STMA at 800.323.3875.

4. Disclosures to third parties

4a. Membership directory

STMA makes member contact information available to other members through the print and online membership directories. Membership contact information may not be used for commercial or promotional purposes. If they wish, members may opt out of appearing in both the online and print directories by contacting STMA at 800.323.3875.

4b. Task groups, committees and other working groups

Contact information may also be made available on STMA.org for members of the STMA Board of Directors, committees, task groups and other groups associated with STMA, particularly in cases where the group encourages input from the greater sports turf management community.

4c. List services

For its industry clients, STMA may offer list services. Through these services, clients may obtain mailing information for individuals and facilities in STMA's database that match a requested demographic set (such as facility type, region, title, etc.). This contact information may include an individual's name, title, facility name, and preferred mailing address and is intended for marketing purposes. However, email addresses are NOT provided with this service. STMA Commercial Member Companies receive a one (1) time per year use of the STMA Membership Mailing List.

4d. Links to third-party sites

STMA.org contains links to other Web sites. STMA has no control over and is not responsible for the privacy policies or content of these other sites.

4e. Ad Servers

We do not partner with or have special relationships with any ad server companies.

5. Online ordering

STMA.org houses several areas in which STMA products and services may be purchased. All STMA Internet transactions are handled through a secure server, and credit card information is never transferred via confirmation emails. Though it cannot guarantee the security of any third-party site, STMA as a practice works to ensure that any external site used for ordering STMA products and services adheres to the appropriate standards for security and privacy.

6. Use of cookies

STMA uses per-session cookies to enhance the online experience for its Members. Cookies are files that contain information created by a Web server that can be stored on the user's hard disk either during a particular session (a "per-session" cookie) or for routine use (a "persistent" cookie).

STMA uses per-session cookies to store the user's login status and information. Per-session cookies may be used to save the user's shopping cart in selected areas of the site. Users who have concerns about storing cookies on their computers should instruct their browsers to accept only per-session cookies, but will need to log into the site each time they visit. At the same time, users who choose not to accept cookies may not be able to experience all areas of the site.

7. Use of email addresses

Because STMA is a professional membership organization, STMA will use the email addresses provided to it to notify constituents of special announcements, new online services, or other services offered by the association. STMA also regularly distributes an email newsletter to its constituents, and reserves the right to develop and distribute further industry related news content for members. By joining STMA, purchasing a product from STMA, or providing your email address to STMA, you are giving STMA permission to contact you via email, with relevant future offers or news. STMA is sensitive to the concerns of its users and works to segment its distribution lists so that only recipients who would benefit from the communication are included on the list.

STMA shares its member email addresses with SportsTurf Insider, the online newsletter of STMA's official magazine, *SportsTurf*, as well as its Online Supplier Directory, the STMA Industry Sourcebook. Members email addresses are NOT shared with STMA Commercial Members.

Users may opt out of receiving these communications by contacting STMA at 800.323.3875, or following the unsubscribe instructions and link at the bottom of the particular communication.

STMA does not sell, rent, loan, trade, or lease the email addresses collected to any outside organization. In addition, to help prevent the reproduction of mailing lists, all

directories on the Web site have been configured so that only one member's contact information is available at a time.

You can, however, have your name put on our do-not-share list by contacting STMA. Please provide us with your exact name and address.

8. Legal disclaimer

The information we collect is disclosed when legally required to do so, at the request of governmental authorities conducting an investigation, to verify or enforce compliance with the policies governing our Website and applicable laws or to protect against misuse or unauthorized use of our Website.

These policies are effective as of March 1, 2009. STMA reserves the right to change this statement at any time to reflect changes in its policies and procedures. This statement and the policies outlined herein are not intended and do not create any contractual or other legal rights in or on behalf of any party.

From time to time, we may use customer information for new, unanticipated uses not previously disclosed in our privacy notice. If our information practices change at some time in the future we will post the policy changes to our Web site to notify you of these changes and data collected from the time of the policy change forward be used for these new purposes only. If you are concerned about how your information is used, you should check back at our Web site periodically.

9. Physical Security

We have appropriate security measures in place in our physical facilities to protect against the loss, misuse or alteration of information that we have collected from you at our site.

10. Contact Information

STMA values the privacy of its members and other users of STMA.org. If you feel that this site is not following its stated information policy, you may contact us at the address below, call us at 800.323.3875, or send us an email at STMAInfo@STMA.org.

Our physical address is:

Sports Turf Manager Association
805 New Hampshire, Suite E
Lawrence, KS 66044