

## **PRIVACY POLICY**

DTLA respects the privacy of our members and other visitors to this site. We want you to know how we handle the information you may provide on [www.DTLA.org](http://www.DTLA.org).

### **Purchases on the web Site**

When a DTLA member, registers for an event or renews his/her membership online, this purchase is entered into your record in DTLA's database. We use the information to target our future communications, so we can send you news about resources pertinent to your interests and avoid sending you items that are not relevant.

Nonmembers of DTLA may register for events online or decide to join and pay dues. When making these purchases online, non-members are asked to provide their name, address, phone number, fax number, and email address. This information is used to fulfill your order and then is retained so we can notify you in the future about new, related products or services that may be of interest.

### **Cookies**

A cookie is a piece of information that we transfer to your computer's hard drive through your web browser to enable our system to recognize your browser and operating system information. We use cookies to track traffic statistics on DTLA.org.

The "help" portion of the toolbar in most browsers will explain how to identify and disable cookies. However, keep in mind that because cookies help us recognize you, they can make your experience on our web site faster and easier. Some of our advertisers may use cookies on their sites; however, we have no access or control over these cookies.

### **Log Files**

DTLA's web site automatically receives and records information on server logs from your browser including your Internet Protocol (IP) address and requested pages on the web site. We use IP addresses to analyze trends, know the number of hits per page, administer the site, track users' movement on our site, and gather broad demographic data for aggregate use. IP addresses are not linked to personally identifiable information.

### **Credit Card Numbers**

Both DTLA members and non-members may purchase DTLA products and services on our site. When our registration or order form asks you to enter your credit card number, that information is encrypted and is protected with the best encryption software in the industry, SSL. AAJ does not disclose your credit card account information to any other company.

### **Links**

DTLA's web site contains links to other sites. Please be aware that DTLA is not responsible for the privacy practices of other sites, including those you may reach through banner ads placed on our site. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every web site that collects personally identifiable information. This privacy statement applies solely to information collected by this web site.

### **Security**

All of our users' information is restricted. Only employees and subcontractors who need the information to perform a certain job, for example, to create a list of convention registrants, are granted access to personally identifiable information. In addition, the servers on which we store personally identifiable information are kept in a secure environment.

### **Email Addresses**

DTLA regularly emails members with legislative news or information about AAJ products and services that we believe may be of interest to you. DTLA also emails non-members information about products or services that may be of interest to you. DTLA does release member email addresses to its affinity partners, such as TrialSmith.

With each email sent from DTLA, members are given the opportunity to opt out of receiving this type of email message in the future. This is easily done with a reply email.