

Privacy Policy

Effective as of July 23, 2023.

Please click [here](#) to view the previous version of our Privacy Policy.

This Privacy Policy describes how The Association for Manufacturing Technologies and our affiliates (“AMT,” “we,” “us” or “our”) processes personal information that we collect through our digital or online properties or services that link to this Privacy Policy (including as applicable, our websites, social media pages, marketing activities, live events and other activities described in this Privacy Policy (collectively, the “Service”).

We may provide additional or supplemental privacy notices to individuals for specific products or services that we offer, or activities that we engage in, at the time we collect personal information. These additional or supplemental privacy notices will govern how we may process the information in the context of the specific product, service, or activity.

You can download a printable copy of this Privacy Policy [here](#).

California residents: See the [Notice to California residents](#) section below for important information about your personal information and rights.

Index

- [Personal information we collect](#)
- [How we use your personal information](#)
- [How we share your personal information](#)
- [Your choices](#)
- [Other sites and services](#)
- [Security](#)
- [International data transfers](#)
- [Children](#)
- [Changes to this Privacy Policy](#)
- [How to contact us](#)
- [Notice to California residents](#)

Personal information we collect

Information you provide to us. Personal information you may provide to us through the Service or otherwise includes:

- **Contact data**, such as your first, middle, and last name, prefix, suffix, email address, billing and mailing addresses, professional title and company name, division title, and phone number.
- **Company data**, such as your company website, company contact information, number of employees, size of the facility, type of industry, job function, product lines and business activity, service support information, and other information you may provide us about your company.

- **Registration data**, such as number of days attending our events, reasons for membership, committee memberships, event package information, Miles 4 Manufacturing donation information, dietary restrictions, and any other information you may provide us when you register for our events.
- **Profile data**, such as the username and password that you may set to establish an online account on the Service, biographical details, interests, preferences, information about your participation in our events, and any other information that you add to your account profile.
- **Communications data** based on our exchanges with you, including when you contact us through the Service, social media, or otherwise.
- **Payment and transactional data** related to your transactions, including payment card information and transaction history.
- **Marketing data**, such as your preferences for receiving our marketing communications and details about your engagement with them.
- **Other data** not specifically listed here, which we will use as described in this Privacy Policy or as otherwise described at the time of collection.

Third-party sources. We may combine personal information we receive from you with personal information we obtain from other sources, such as:

- **Public sources**, such as public records, social media platforms, service providers, and other publicly available sources.
- **Private sources**, such as data providers and data licensors.
- **Marketing partners**, such as joint marketing partners and event co-sponsors.

Automatic data collection. We, our service providers, and our business partners may automatically log information about you, your computer or mobile device, and your interaction over time with the Service, our communications and other online services, such as:

- **Device data**, such as your computer or mobile device’s operating system type and version, manufacturer and model, browser type, screen resolution, RAM and disk size, CPU usage, device type (e.g., phone, tablet), IP address, unique identifiers (including identifiers used for advertising purposes), language settings, mobile device carrier, radio/network information (e.g., Wi-Fi, LTE, 3G), and general location information such as city, state or geographic area.
- **Online activity data**, such as pages or screens you viewed, how long you spent on a page or screen, the website you visited before browsing to the Service, navigation paths between pages or screens, information about your activity on a page or screen, access times and duration of access, and whether you have opened our emails or clicked links within them.
- **Communication interaction data** such as your interactions with our email, text or other communications (e.g., whether you open and/or forward emails) – we may do this through use of pixel tags (which are also known as clear GIFs), which may be embedded invisibly in our emails.

Cookies and similar technologies. Some of the automatic collection described above is facilitated by the following technologies:

- **Cookies**, which are text files that websites store on a visitor’s device to uniquely identify the visitor’s browser or to store information or settings in the browser for the purpose of helping

you navigate between pages efficiently, remembering your preferences, enabling functionality, helping us understand user activity and patterns, and facilitating analytics and online advertising.

- **Local storage technologies**, like HTML5, that provide cookie-equivalent functionality but can store larger amounts of data, including on your device outside of your browser in connection with specific applications.
- **Web beacons**, also known as pixel tags or clear GIFs, which are used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed or clicked.
- **Session-replay technologies**, such as those provided by LogRocket that employ software code to record users' interactions with the Services in a manner that allows us to watch DVR-like replays of those user sessions. The replays may include users' clicks, mobile app touches, mouse movements, scrolls, and keystrokes/key touches during those sessions. These replays help us diagnose usability problems and identify areas for improvement. You can learn more about LogRocket at <https://logrocket.com/privacy>.

Data about others. We may offer features that allow users to submit personal information of others to the Service and help users invite contacts to use the Service. Please do not refer someone to us or share their personal information with us unless you have the right to do so.

How we use your personal information

We may use your personal information for the following purposes or as otherwise described at the time of collection:

Service delivery and operations. We may use your personal information to:

- provide, operate and improve the Service and our business;
- personalize the service, including remembering the devices from which you have previously logged in and remembering your selections and preferences as you navigate the Service;
- establish and maintain your user profile on the Service;
- enable security features of the Service, such as by sending you security codes via email, and remembering devices from which you have previously logged in;
- communicate with you about the Service, including by sending Service-related announcements, updates, security alerts, and support and administrative messages;
- communicate with you about events in which you participate;
- understand your needs and interests, and personalize your experience with the Service and our communications; and
- provide support for the Service, and respond to your requests, questions and feedback.

Research and development. We may use your personal information for research and development purposes, including to analyze and improve the Service and our business. We may use your personal information to analyze your usage of the Service, improve the Service, improve the rest of our business, help us understand user activity on the Service, including which pages are most and least visited and how visitors move around the Service, as well as user interactions with our emails, and to develop new

products and services. We may create aggregated, de-identified and/or anonymized data from your personal information and other individuals whose personal information we collect. We make personal information into de-identified and/or anonymized data by removing information that makes the data identifiable to you. We may use this aggregated, de-identified and/or anonymized data and share it with third parties for our lawful business purposes, including to analyze and improve the Service and promote our business.

Marketing and advertising. We, our service providers and our third-party advertising partners may collect and use your personal information for marketing and advertising purposes:

- **Direct marketing.** We may send you direct marketing communications and may personalize these messages based on your needs and interests. You may opt-out of our marketing communications as described in the [Opt-out of communications](#) section below.
- **Interest-based advertising.** Our third-party advertising partners may use cookies and similar technologies to collect information about your interaction (including the data described in the automatic data collection section above) with the Service, our communications and other online services over time, and use that information to serve online ads that they think will interest you. This is called interest-based advertising. We may also share information about our users with these companies to facilitate interest-based advertising to those or similar users on other online platforms. You can learn more about your choices for limiting interest-based advertising in the [Your choices](#) section of our Cookie Notice.

Compliance and protection. We may use your personal information to:

- comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas, investigations or requests from government authorities;
- protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims);
- audit our internal processes for compliance with legal and contractual requirements or our internal policies;
- enforce the terms and conditions that govern the Service; and
- prevent, identify, investigate and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft.

With your consent. In some cases, we may specifically ask for your consent to collect, use or share your personal information, such as when required by law.

Cookies and similar technologies. In addition to the other uses included in this section, we may use the [Cookies and similar technologies](#) described above for the following purposes:

- **Technical operation.** To allow the technical operation of the Service, such as by remembering your selections and preferences as you navigate the site, and whether you are logged in when you visit password protected areas of the Service.
- **Functionality.** To enhance the performance and functionality of our services.
- **Advertising.** To help our third-party advertising partners collect information about how you use the Service and other online services over time, which they use to show you ads on other online services they believe will interest you and measure how the ads perform.
- **Analytics.** To help us understand user activity on the Service, including which pages are most and

least visited and how visitors move around the Service, as well as user interactions with our emails. For example, we use Google Analytics for this purpose. You can learn more about Google Analytics and how to prevent the use of Google Analytics relating to your use of our sites here: <https://tools.google.com/dlpage/gaoptout?hl=en>.

How we share your personal information

We may share your personal information with the following parties and as otherwise described in this Privacy Policy, in other applicable notices, or at the time of collection.

Affiliates. Our corporate parent, subsidiaries, and affiliates.

Service providers. Third parties that provide services on our behalf or help us operate the Service or our business (such as hosting, information technology, customer support, email delivery, marketing, consumer research and website analytics).

Payment processors. Any payment card information you use to make a purchase on the Service is collected and processed directly by our payment processors, such as PayPal. PayPal may use your payment data in accordance with its privacy policy: <https://www.paypal.com/us/legalhub/privacy-full>.

Advertising partners. Third-party advertising companies for the [interest-based advertising purposes](#) described above.

Business and marketing partners. Third parties with whom we co-sponsor events or promotions, with whom we jointly offer products or services, or whose products or services may be of interest to you.

Professional advisors. Professional advisors, such as lawyers, auditors, bankers and insurers, where necessary in the course of the professional services that they render to us.

Authorities and others. Law enforcement, government authorities, and private parties, as we believe in good faith to be necessary or appropriate for the [Compliance and protection purposes](#) described above.

Business transferees. We may disclose personal information in the context of actual or prospective business transactions (e.g., investments in AMT, financing of AMT, public stock offerings, or the sale, transfer or merger of all or part of our business, assets or shares), for example, we may need to share certain personal information with prospective counterparties and their advisers. We may also disclose your personal information to an acquirer, successor, or assignee of AMT as part of any merger, acquisition, sale of assets, or similar transaction, and/or in the event of an insolvency, bankruptcy, or receivership in which personal information is transferred to one or more third parties as one of our business assets.

Your choices

In this section, we describe the rights and choices available to all users. Users who are located in California can find additional information about their rights below.

Access or update your information. If you have registered for an account with us through the Service, you may review and update certain account information by logging into the account.

Opt-out of communications. You may opt out of marketing-related emails by following the opt-out or unsubscribe instructions at the bottom of the email, or by [contacting us](#). Please note that if you choose to opt out of marketing-related emails, you may continue to receive service-related and other non-marketing emails.

Cookies. Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. Please note

that if you set your browser to disable cookies, the Service may not work properly. For more information about cookies, including how to see what cookies have been set on your browser and how to manage and delete them, visit <https://allaboutcookies.org/>. You can also configure your device to prevent images from loading to prevent web beacons from functioning.

Blocking images/clear gifs: Most browsers and devices allow you to configure your device to prevent images from loading. To do this, follow the instructions in your particular browser or device settings.

Advertising choices. You may be able to limit use of your information for interest-based advertising through the following settings/options/tools:

- **Browser settings.** Changing your internet web browser settings to block third-party cookies.
- **Privacy browsers/plug-ins.** Using privacy browsers and/or ad-blocking browser plug-ins that let you block tracking technologies.
- **Platform settings.** Google and Facebook offer opt-out features that let you opt out of use of your information for interest-based advertising. You may be able to exercise that option at the following websites:
 - Google: <https://adssettings.google.com/>
 - Facebook: <https://www.facebook.com/about/ads>
- **Ad industry tools.** Opting out of interest-based ads from companies that participate in the following industry opt-out programs:
 - Network Advertising Initiative: http://www.networkadvertising.org/managing/opt_out.asp
 - Digital Advertising Alliance: optout.aboutads.info.
 - AppChoices mobile app, available at <https://www.youradchoices.com/appchoices>, which will allow you to opt-out of interest-based ads in mobile apps served by participating members of the Digital Advertising Alliance.
- **Mobile settings.** Using your mobile device settings to limit use of the advertising ID associated with your mobile device for interest-based advertising purposes.

You will need to apply these opt-out settings on each device and browser from which you wish to limit the use of your information for interest-based advertising purposes.

We cannot offer any assurances as to whether the companies we work with participate in the opt-out programs described above.

Do Not Track. Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to “Do Not Track” signals. To find out more about “Do Not Track,” please visit <http://www.allaboutdnt.com>.

Declining to provide information. We need to collect personal information to provide certain services. If you do not provide the information we identify as required or mandatory, we may not be able to provide those services.

Other sites and services

The Service may contain links to websites, mobile applications, and other online services operated by third parties. In addition, our content may be integrated into web pages or other online services that are not

associated with us. These links and integrations are not an endorsement of, or representation that we are affiliated with, any third party. We do not control websites, mobile applications or online services operated by third parties, and we are not responsible for their actions. We encourage you to read the privacy policies of the other websites, mobile applications and online services you use.

Security

We employ a number of technical, organizational and physical safeguards designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the security of your personal information.

International data transfer

We are headquartered in the United States and may use service providers that operate in other countries. Your personal information may be transferred to the United States or other locations where privacy laws may not be as protective as those in your state, province, or country.

Children

The Service is not intended for use by anyone under 18 years of age. If you are a parent or guardian of a child from whom you believe we have collected personal information, please [contact us](#). If we learn that we have collected personal information through the Service from a child without the consent of the child's parent or guardian as required by law, we will comply with applicable legal requirements to delete the information.

Changes to this Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Service or other appropriate means. Any modifications to this Privacy Policy will be effective upon our posting the modified version (or as otherwise indicated at the time of posting). In all cases, your use of the Service after the effective date of any modified Privacy Policy indicates your acknowledging that the modified Privacy Policy applies to your interactions with the Service and our business.

How to contact us

- **Email:** pji@amtonline.org
- **Mail:** IMTS Webmaster, 7901 Jones Branch Drive, Suite 900, McLean, VA 22102
- **Phone:** 800-524-0475

Notice to California Residents

Scope. This section applies only to California residents. It describes how we collect, use and share Personal Information of California residents when we act as a "business" as defined under the California Consumer Privacy Act of 2018 ("CCPA"), and their rights with respect to their Personal Information. For purposes of this section, "Personal Information" has the meaning given in the CCPA but does not include information exempted from the scope of the CCPA. In some cases, we may provide a different privacy notice to certain categories of California residents, in which case that notice will apply instead of this section.

Your California privacy rights. As a California resident, you have the rights listed below. However, these rights are not absolute, and in certain cases we may decline your request as permitted by law.

- **Know/information.** You can request information about the categories of Personal Information that we have collected; the categories of sources from which we collected Personal Information; the business or commercial purpose for collecting, sharing and/or selling Personal Information; the categories of any Personal Information that we sold or disclosed for a business purpose; and the categories of any third parties with whom Personal Information was sold, shared or disclosed for a business purpose.
- **Access.** You can request a copy of the Personal Information that we have collected about you.
- **Correction.** You can ask us to correct inaccurate Personal Information that we have collected about you.
- **Deletion.** You can ask us to delete the Personal Information that we have collected from you.
- **Opt-out.**
 - **Opt-out of “sharing” for targeted advertising purposes.** You can opt-out of certain tracking activities for targeted advertising purposes.
 - **Opt-out of other “sales” of personal data.** You can opt-out of other sales of your Personal Information.
- **Opt-in.** If we know that you are 13-15 years of age, we will ask for your affirmative authorization to sell your Personal Information or share your Personal Information for targeted advertising purposes before we do so.
- **Nondiscrimination.** You are entitled to exercise the rights described above free from discrimination as prohibited by the CCPA.

Exercising your right to information/know, access, correction, and deletion.

- calling us toll free 1-800-524-0475
- emailing pji@amtonline.org.

Verification of identity. We may need to verify your identity in order to process your information/know, access, correction, or deletion requests and reserve the right to confirm your residency. To verify your identity, we may require government identification, a declaration under penalty of perjury, authentication into your Service account, personal identifiers we can match against information we may have collected from you previously, confirmation of your request using the email or telephone account stated in the request, or other information, where permitted by law.

Authorized agents. Your authorized agent may be able to make a request on your behalf. However, we may need to verify your authorized agent’s identity and authority to act on your behalf. We may require a copy of a valid power of attorney given to your authorized agent pursuant to applicable law. If you have not provided your agent with such a power of attorney, we may ask you to take additional steps permitted by law to verify that your request is authorized, such as by providing your agent with written and signed permission to exercise your rights on your behalf, the information we request to verify your identity, and confirmation that you have given the authorized agent permission to submit the request.

Exercising your right to opt-out of the “sale” or “sharing” of your Personal Information. Like many companies, we use services that help deliver interest-based ads to you as described above. The State Privacy Laws may classify our use of some of these services as “selling” or “sharing” your Personal

Information with the advertising partners that provide the services. You can by submit requests to opt-out of tracking for targeted advertising purposes: **“Do Not Sell or Share My Personal Information”**. We also participate in data transfer arrangements with business and marketing partners that may be classified as “selling” your personal information; you can submit requests to opt-out of such “sales” via email to pii@amtonline.org.

Sensitive Personal Information. We do not use or disclose sensitive Personal Information for purposes that California residents have a right to limit under the CCPA.

Retention. The criteria for deciding how long to retain Personal Information is generally based on whether such period is sufficient to fulfill the purposes for which we collected it as described in this notice, including complying with our legal obligations.

Deidentification. We do not to attempt to reidentify deidentified information derived from Personal Information, except for the purpose of testing whether our deidentification processes comply with applicable law.

Personal Information that we collect, use and disclose. The chart below summarizes the Personal Information we collect by reference to the categories of Personal Information specified in the CCPA (Cal. Civ. Code §1798.140) and describes our practices currently and during the 12 months preceding the effective date of this Privacy Policy. The terms in the chart refer to the categories of information, and third parties described above in this Privacy Policy in more detail. We collect all categories of Personal Information from the sources described in the “Personal information we collect” section above and use them for the business/commercial purposes described above in the “How we use your personal information” section. Information you voluntarily provide to us, such as in free-form webforms, may contain other categories of Personal Information not described below. In addition to the disclosures described in the chart below, we disclose Personal Information as described in the “How we share your personal information” section above.

Statutory category/personal information we collect	Categories of third parties to whom we disclose the personal information for a business purpose	Categories of third parties to whom we “sell” or “share” personal information
Identifiers <ul style="list-style-type: none"> • Contact data • Company data • Registration data • Profile data • Communications data • Device data 	<ul style="list-style-type: none"> • Affiliates • Service providers • Business and marketing partners 	<ul style="list-style-type: none"> • Advertising partners (to facilitate online advertising) • Business and marketing partners
California Customer Records (as defined in California Civil Code §1798.80) <ul style="list-style-type: none"> • Contact data • Company data • Registration data • Profile data • Communications data • Marketing data 	<ul style="list-style-type: none"> • Affiliates • Service providers • Business and marketing partners • Payment processors 	<ul style="list-style-type: none"> • Advertising partners (to facilitate online advertising) • Business and marketing partners

<ul style="list-style-type: none"> • Payment and transactional data 		
<p>Commercial Information</p> <ul style="list-style-type: none"> • Contact data • Company data • Registration data • Profile data • Communications data • Marketing data • Payment and transactional data • Online activity data 	<ul style="list-style-type: none"> • Affiliates • Service providers • Business and marketing partners • Payment processors 	<ul style="list-style-type: none"> • Advertising partners (to facilitate online advertising) • Business and marketing partners
<p>Internet or Network Information</p> <ul style="list-style-type: none"> • Device data • Online activity data 	<ul style="list-style-type: none"> • Affiliates • Service providers • Business and marketing partners 	<ul style="list-style-type: none"> • Advertising partners (to facilitate online advertising) • Business and marketing partners
<p>Inferences</p> <p>May be derived from:</p> <ul style="list-style-type: none"> • Contact data • Communications data • Company data • Registration data • Profile data • Marketing data • Online activity data 	<ul style="list-style-type: none"> • Affiliates • Service providers • Business and marketing partners 	<ul style="list-style-type: none"> • Advertising partners (to facilitate online advertising) • Business and marketing partners
<p>Protected Classification Characteristics</p> <p>May be included or revealed in:</p> <ul style="list-style-type: none"> • Contact data • Company data • Registration data • Communications data 	<ul style="list-style-type: none"> • Affiliates • Service providers • Business and marketing partners 	<ul style="list-style-type: none"> • Advertising partners (to facilitate online advertising) • Business and marketing partners

Shine the light law. Under California’s Shine the Light law (California Civil Code Section 1798.83), California residents may ask companies with whom they have formed a business relationship primarily for personal, family or household purposes to provide the names of third parties to which they have disclosed certain personal information (as defined under the Shine the Light law) during the preceding calendar year for their own direct marketing purposes, and the categories of personal information disclosed. You may send us requests for this information to pii@amtonline.org. In your request, you must include the statement “Shine the Light Request,” and provide your first and last name and mailing address and certify that you are a California resident. We reserve the right to require additional information to confirm your identity and California residency. Please note that we will not accept requests via telephone, mail, or facsimile, and we are not responsible for notices that are not labeled or sent properly, or that do not have complete information.