

Privacy Policy

Infrastructure Masons (iMasons) is a global, nonprofit, professional association of individuals connected and empowered to build a greater digital future for all.

This Privacy Policy provides information on the ways iMasons collects and uses your personal information.

Please read this Privacy Policy carefully to understand our policies and practices regarding the personal information we collect and how we use it. This Privacy Policy may change from time to time and will be updated here in such case.

Scope of This Privacy Policy

This Privacy Policy applies only to information we collect:

- Through the iMasons website (www.imasons.org).
- In communications, including email, text, chat, and other electronic messages, as well as postal mail, between you and iMasons.
- Through your attendance of our events.

It does not apply to information collected on third-party websites, applications, or content (such as advertisements) that may link to or be accessible from our website.

Please note that certain features, services, or activities offered by iMasons may be subject to additional or separate privacy notices. Where applicable, those notices will supplement or supersede this Privacy Policy.

What Personal Information Do We Collect and Use or Process

"Personal Information" refers to any data that identifies, relates to, or could reasonably be linked to an individual, either directly or indirectly. iMasons collects personal information from its members, event attendees, and website visitors to support the delivery of services, facilitate engagement, and fulfill organizational obligations. This information is typically limited to professional identifiers such as your name, job title, employer, business contact details, and other information you voluntarily provide. If you apply for membership, you may also be asked to provide additional professional information such as your employer, job title, telephone number, and demographic details that may identify you or your

organization. We may also collect information used to verify your identity, such as responses to security questions, particularly in cases where you need to recover access to your account.

iMasons also hosts in-person events throughout the year. If you register online for an event as a member, we may use the information in your member profile, such as your name, email, company, title, address, phone number, to facilitate your participation. Additional information may be requested during the online event registration, such as meal preferences or industry affiliation. Non-members registering for events online may be asked to provide similar information, including name, email, company, title, industry, address, phone number, and dietary preferences.

If you communicate with us via email, postal mail, or other channels, we may retain such correspondence and the information it contains to respond to your inquiry or maintain a record of your request or concern.

Some iMasons services are available without requiring you to fill out forms or submit your provide personal information (other than website activity tracking). For example, certain website content is accessible to non-members. However, to subscribe to newsletters or access member-specific features and attend events for members, you may need to create a profile and provide basic information such as your name, email address, country, and postal code. Certain personal information is necessary to fulfill your requests and to verify your identity.

The categories of personal information we may collect include:

- Membership account and contact information, including name, address, email address, phone number, and other contact information you provide us.
- Employment and other professional biographical information; professional activities, as provided to us by you.
- Account history, including information about your membership, account, transactions, event registration, purchases, order history, or discounts.
- If you register for one of our events, we will access the information in your member account to provide you with information and services associated with the event.
- If you are a presenter at one of our events, we will collect information about you including your name, employer and contact information, and photograph, and we may also collect information provided by event attendees who evaluated your performance as a presenter. Subject to your

consent, we may also make and store a recording of your voice and likeness in certain instances.

- Content and information you elect to provide as part of your profile or emails, chats, or other communications sent to us.
- [Payment information, including credit card or debit card information.]
- [Demographic information[, including your [age,] [gender,] [education,][, if you have consented to such information collection]]].
- [Location information[, including [general geographic location such as country, state or province, or city].]
- [Images, voice recordings, and videos collected or stored in connection with the website[, if you have consented to such information collection].]
- [OTHER INFORMATION COLLECTED]

Information We Collect Automatically

As you interact with our website, we may use automatic data collection technologies to collect information that may include personal information. This information may include usage details, IP addresses, browser type, operating system, and data collected through cookies, web beacons, and similar tracking technologies. These tools help us understand how users engage with our website and enable us to improve functionality, performance, and user experience.

The technologies we use may include:

- **Cookies.** A cookie is a small file placed on your device when you interact with the website. You may refuse to accept or disable cookies by activating the appropriate setting on your browser or device. However, if you select this setting, you may be unable to access certain features of the website.
- **Web Beacons.** Some parts of the website [and our emails]may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit iMasons to count users who have visited those parts or [opened an email]and for other related statistics (for example, recording the popularity of certain content and verifying system and server integrity).

iMasons uses Google Analytics (GA4) to collect aggregated data on how users access and engage with our content. This information is used solely to improve our services and content offerings. Analytics cookies are only activated if you have opted in to their use.

To the extent that any of these technologies are deemed to constitute a “sale” of personal information, targeted advertising, or profiling under applicable privacy laws, you may have the right to opt out. To exercise this right, please contact us at admin@imasons.org. Please note that opting out may affect the availability or functionality of certain website features.

How We Use (Process) Your Personal Information

We use (process) personal information that we collect about you or that you provide to us for the following purposes:

- To provide you with the website and any contents, features, information, products, or services that we make available through the website.
- To provide membership services, including access to website and other content and discounts on purchases.
- To provide customer service support; inform customer of membership benefits and professional opportunities.
- To assist customers with professional networking and self-promotion, and participation in the iMasons community.
- For membership administration.
- To inform you of iMasons-related events, content, and other benefits or opportunities associated with your iMasons membership.
- For programming events; understanding members’ needs and interests to better tailor products and services to meet member needs.
- For verifying registration and ensuring only registered guests are allowed attendance.
- To enhance member directory for improved networking; business intelligence
- To fulfill any other purpose for which you provide it.
- To provide you with notices about your membership, including expiration and renewal notices.
- To improve our website (including by analyzing your information and creating aggregated data derived from your information), to develop, maintain, analyze, improve, optimize, measure, and report on our services and their features and how users interact with them. Our analysis may include the use of technology like third-party machine learning and large language models, which may include sharing with third parties for model training.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for membership, billing and collection.

- [ANY OTHER USES]

- In any other way we may describe in a separate notice when you provide the information.
- For any other purpose with your consent.

The usage information we collect, whether connected to your personal information or not, helps us improve our website and deliver a better and more personalized experience by enabling us to:

- Estimate our audience sizes and usage patterns.
- Store information about your preferences, allowing us to customize the website according to your individual needs and interests.
- Speed up your searches.
- Recognize you when you return to our website.

When and How We Share Information with Others

We only share your personal information with third-party service providers who support iMasons' operations and service delivery, subject to appropriate confidentiality and data protection obligations.

iMasons maintains information about your membership status in connection with your member or profile account. The personal information iMasons collects from you is stored in one or more databases hosted by third parties located in the United States. These providers are contractually restricted from accessing or using your personal information for any purpose other than secure storage and retrieval.

From time to time, iMasons may engage third parties to facilitate communications, such as mailing event-related materials or event-sponsor content. Outside of these limited circumstances, iMasons does not disclose your personal information to third parties for their independent use unless: (1) you request or authorize it; (2) it's in connection with iMasons-hosted conferences and events as described above; (3) it is to assist your employer with confirming receipt or consumption of a purchase they made on your behalf; (4) the information is provided to comply with the law (for example, to comply with a search warrant, subpoena, or court order), enforce an agreement we have with you, or to protect our rights, property or safety, or the rights, property or safety of our employees or others; (5) the information is provided to our agents, vendors or service providers who perform functions on our behalf; (6) to address emergencies or acts of God; or (7) to address

disputes, claims, or to persons demonstrating legal authority to act on your behalf; and (8) through iMasons member directory as described below.

Additionally, iMasons may compile and share aggregated, non-identifiable data with partners, service providers, advertisers, or other third parties for analytics, marketing, or promotional purposes.

iMasons website uses interfaces with social media sites such as **Facebook, LinkedIn, Twitter and others**. If you choose to interact with these platforms via our website (e.g., by “liking” or sharing content), those platforms may collect information about your visit. We encourage you to review the privacy policies of any social media services you use, as their data practices are not governed by iMasons.

Cross-Border Data Transfers

iMasons is headquartered in the United States, and as such, any personal information we collect will be processed and stored in the United States. By accessing our website, participating in our events, or otherwise providing your personal information to iMasons, you acknowledge and agree to the transfer and processing of your information in the United States, which may not offer the same level of data protection as your home jurisdiction.

Where required by applicable law, iMasons implements appropriate safeguards to ensure the lawful transfer and protection of personal information across international borders. These safeguards may include the use of Standard Contractual Clauses approved by the European Commission or relevant regulatory authorities, as well as data processing agreements with our service providers, designed to ensure that your personal information is afforded a level of protection consistent with applicable data protection standards.

For further information regarding our international data transfer practices and the safeguards we implement, please contact us at admin@imasons.org.

How We Retain Your Personal Information

iMasons stores personal information on its own servers and those of its U.S.-based third-party cloud service providers. We retain personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy, including providing services, supporting member engagement, complying with legal obligations, and maintaining historical records. Once personal information is

no longer needed for these purposes, it is securely deleted, destroyed, or deidentified in accordance with applicable laws and industry best practices.

All personal information is treated as confidential and handled in accordance with this Privacy Policy. For more information about our data retention practices or to exercise any rights you may have to data erasure or data portability, please contact us at admin@imasons.org.

Your Data Protection Rights

Under the European Union's General Data Protection Regulation and other applicable privacy laws, individuals ("data subjects") may have certain rights regarding their personal information.

Depending on factors like your location, you may have the right to:

- Confirm whether iMasons is processing your personal information;
- Access the personal information we hold about you;
- Request information about the purposes of processing, the categories of data involved, the recipients (or categories of recipients) of the data, the source of the data (if not provided directly by you), and the expected retention period;
- Request correction of inaccurate or incomplete personal information;
- Request deletion of your personal information, or restriction of its processing, subject to certain legal exceptions;
- Object to the processing of your personal information, including for direct marketing purposes;
- Request data portability, meaning you may request that we provide your personal information to you or transmit it to another controller, where technically feasible.

The exact scope of these rights vary by location. There are also several exceptions which may mean that we do not have an obligation to fulfill your request.

To exercise any of these rights, please contact us using the Contact Details at the bottom of this Policy. If you are dissatisfied with our response, you may appeal by emailing us with the subject line "Privacy Request Appeal."

In many jurisdictions, including but not limited to those jurisdictions in the European Union, you may have recourse with your local data protection authority.

If you wish to have your personal information deleted or to stop receiving communications from us, you may contact us at admin@imasons.org.

Other Third-Party Websites

To make our website more valuable to our visitors, we may offer some features or advertisements in conjunction with other providers. Our website may also include links to other third-party websites whose privacy policies we do not control. Once you leave our website, use of your information is governed by the privacy policy of the operator of the website you are visiting, which may differ from this Policy. You should contact these third party websites directly if you have any questions about their use of the information that they collect.

Children's and Minors' Information

We do not knowingly attempt to solicit or receive information from children.

Our website is not intended for, and we do not knowingly collect any personal information from, children under the age of 18. If we learn we have collected or received personal information from a child under 18 years old without verification of parental consent, we will delete that information.

How We Protect Your Personal Information

iMasons employs commercially reasonable administrative, technical, and physical safeguards designed to protect your personal information from accidental loss, unauthorized access, misuse, alteration, or disclosure. These measures are intended to ensure the confidentiality, integrity, and availability of your personal information.

However, no method of transmission over the internet or electronic storage is completely secure. Accordingly, while we strive to protect your personal information, we cannot guarantee its absolute security. Communications sent via email, text, or chat may not be encrypted, and you should carefully consider what information you choose to share through these channels. Any transmission of personal information is at your own risk.

The security of your information also depends on you. You are responsible for maintaining the confidentiality of your account credentials and for taking appropriate steps to protect your personal information from unauthorized access or disclosure.

Data Controller and DPO contact details:

Infrastructure Masons Inc.
3855 SW 153rd Drive
Beaverton, OR 97003 USA
admin@imasons.org
+1 503-619-0695

If you have any questions about our Privacy Policy or how your personal information is handled, please contact us at admin@imasons.org.

How to Contact Our Data Protection Officer (DPO)

iMasons is headquartered in Beaverton, Oregon, in the United States. iMasons has appointed an internal DPO for you to contact if you have any questions or concerns about the iMasons' personal information policies or practices. If you would like to exercise your privacy rights, please direct your query to the iMasons' DPO: [\[email\]](#) / +1 503-619-0695 / 3855 SW 153rd Drive Beaverton, OR 97003 USA.