



## Site Privacy Policy

### Overview

Welcome to the Global Payroll Management Institute website(s) (the “Site”), owned and produced by the Global Payroll Management Institute, Inc. (GPMI), a subsidiary of the American Payroll Association. Our Site is available to all visitors, although some content and features are restricted to GPMI subscribers.

The Site may contain forms for visitors to request information, products, and services. These forms may ask for contact information (such as your phone number or e-mail address), unique identifiers (usually your GPMI subscriber username, if one is available), financial information (for example, your credit card number), or demographic information (for example, your age or location). Contact information from these forms is used to provide the products, services, or subscriptions that you request. Forms on the Site that request financial information do so in order to bill you for products or services ordered. Unique identifiers (specifically, your GPMI subscriber username) are collected from Site visitors to verify the user’s identity for access to restricted content or features on the site.

All products and services on the Site are made available subject to this Privacy Policy. By using the products and services, you agree, without limitation or qualification, to be bound by this Privacy Policy.

*Questions regarding this statement should be directed to:*

Global Payroll Management Institute  
1601 18<sup>th</sup> Street NW, Suite 1  
Washington, D.C. 20009

Email: [GPMI@GPMInstitute.com](mailto:GPMI@GPMInstitute.com)

GPMI will update this policy from time to time, so please check back periodically. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will post such changes prior to implementing them.

*What information of yours does the GPMI website collect?*

Our goal is to become your destination for global payroll-related information by providing information, services, and product offerings that are most relevant to you in the most convenient way. To achieve this goal, GPMI collects information about site visitors. Information collected online is usually defined as being either anonymous or personally identifiable.

**Anonymous information** refers to data that cannot be tied back to a specific individual. GPMI collects some information each time a visitor comes to the Site, so we can improve the overall quality of the visitor's online experience. For example, GPMI collects the visitor's IP address, browser, and platform type (e.g., an Internet Explorer browser on a Windows platform). Gathering this data helps us to learn what browsers we need to support. Other anonymous information helps us determine what sections of the Site are most popular and how many visitors come to the Site. You do not have to log in to the site before we can collect this anonymous information.

**Personally identifiable information** refers to data that tells us specifically who you are (e.g., your name and postal address). GPMI collects personal information in the following ways from different parts of the Site:

**GPMI Subscription Applications:** You are sharing personally identifiable information, including your name and mailing address, with us when you subscribe to GPMI through the Site. GPMI subscribers choose a GPMI subscription username, and this subscription username and password enable members to take advantage of restricted content and features on the Site.

**Other Registration:** You may be asked for personal information when registering for specific services.

**Online Purchases:** We also ask for personal information when you make a purchase using the GPMI web store. The number and variety of useful services on the Site that may require collection of personally identifiable information will continue to grow in the future.

*What are "cookies" and how does GPMI use them?*

A cookie is a small text file containing a unique identification number that is transferred from a website to the hard drive of your computer. This unique number identifies your web browser -- but not you -- to GPMI computers whenever you visit the Site. A cookie will not provide personally identifiable information about you, such as your name and address. The use of cookies is now an industry standard, and cookies are currently used on most major websites.

Most web browsers are initially set up to accept cookies. If you prefer, you can reset your browser to notify you when you have received a cookie. You can also set your browser to refuse to accept cookies altogether. While GPMI does not require you to use cookies, keep in mind that certain services will not function properly if you set your browser to refuse all cookies.

To help serve you better, GPMI generally uses cookies to identify return visitors. Cookies let us remember your web browser so we can provide personalized subscriber and customer services.

*What organization collects the information and who has access to it?*

Data collected through the Site is generally collected and maintained solely by GPMI. More specifically:

**Personally identifiable information.** When you provide personally identifiable information on the Site to register for a service or buy a product, that information is collected and maintained solely by GPMI, unless specifically stated otherwise at the point of collection. If you join GPMI or renew your subscription through the Site, you provide personally identifiable information on the subscription application. GPMI sells mail lists (names and mailing addresses) and e-mail lists

of subscribers to selected third parties. You may opt out of mail or e-mail list sales when you complete your online application or any time during your subscription period -- see below under -- "What is the opt-out policy for the Site?"

**Anonymous information.** We disclose to third-party sponsors/advertisers aggregate statistics (i.e., impressions and click-throughs on a company's advertisement). Also, we may share aggregate website statistics with the media or other third parties. No personally identifiable information is disclosed to these sponsors/advertisers or other third parties as part of this process -- only information in an aggregate form.

Be aware that GPMI's sponsors, advertisers, and third-party content providers have links on our sites that take you to other websites. For example, when you click on an ad displayed on the Site, you may be linked to another site. Please note also that links to other websites are provided throughout the Site for users' information and convenience. GPMI hopes that all third parties involved adhere to our policies regarding the privacy of our users. However, GPMI's Website Privacy Policy does not cover third-party data collection practices, and GPMI does not assume any responsibility for any actions of third parties.

*How does GPMI use the information it collects?*

GPMI collects information to provide you with the services you request and to improve the Site. If you subscribe to GPMI through the Site, we use the personally identifiable information you provide in the subscription application to send you GPMI publications, information about subscription benefits, and other information that GPMI believes is relevant and useful to its subscribers.

As mentioned above, GPMI uses the aggregate, anonymous data collected to let our sponsors/advertisers know the number of impressions or views and the number of "click throughs" on their advertisements. GPMI also uses this aggregate, anonymous data to perform statistical analyses of the collective characteristics and behavior of our site visitors; to measure user interests regarding specific areas of the Site; and to analyze how and where best to use our resources. Without such data, we would not know which parts of the site are the most popular, and we would not be able to improve and update the content and services appropriately.

GPMI may be required by law enforcement or judicial authorities to provide information on individual users to the appropriate governmental authorities. In matters involving a danger to personal or public safety, GPMI may voluntarily provide information to appropriate governmental authorities.

*How can GPMI subscribers modify their personal information?*

GPMI subscribers have the following options for changing and modifying information previously provided.

**Log on to the GPMI website**, from any page on the Site, and click on "Update Profile"

**Send mail to the following postal address:**

ATTN: Subscriber Services

Global Payroll Management Institute

1601 18<sup>th</sup> Street NW, Suite 1

Washington, D.C. 20009

**E-mail:** [GPMI@GPMInstitute.com](mailto:GPMI@GPMInstitute.com)

*What is the opt-out policy for the Site?*

GPMI provides subscribers the opportunity to opt-out of receiving communications from us and from selected third parties with which we exchange mail or e-mail lists. If you no longer wish to receive specific communications or services such as mail, e-mail, faxes, or electronic newsletters, you have the following options:

**Log on to the Site**, from any page on the Site, and click on “Update Profile.” Scroll down to identify the communications and services you do or do not wish to receive.

**Send mail to the following postal address:**

ATTN: Subscriber Services

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1601 18<sup>th</sup> Street NW, Suite 1

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*What kinds of security procedures are in place to protect against the loss, misuse or alteration of your information?*

The Site has security measures, such as firewalls, in place to attempt to protect against the loss, misuse, and alteration of your user data under our control. GPMI has implemented strict rules for employees who have access either to the databases that store user information or to the servers that host our services. While we cannot guarantee that loss, misuse, or alteration of data will not occur, we take many precautions to prevent such unfortunate occurrences. Any other particularly sensitive information, such as your credit card number collected for an e-commerce transaction, is encrypted prior to transmission.

You are ultimately responsible for the security of your GPMI subscription username and password. You may not share your GPMI subscription username and password with colleagues or friends so they can access content or features on the Site that are restricted to GPMI subscribers only. You should log out of your browser at the end of each computer session to ensure that others cannot access your personal information and correspondence, especially if you share a computer with someone else or are using a computer in a public place like a library or Internet cafe.