

AMERICAN SIMMENTAL ASSOCIATION PRIVACY STATEMENT

Your privacy is important to the American Simmental Association. This privacy statement provides information about the personal information that American Simmental Association collects, and the ways in which American Simmental Association uses that personal information.

Personal information collection

American Simmental Association may collect and use the following kinds of personal information:

- Information that you provide using for the purpose of registering with the website including name, phone number, address, and email address.
- Information that you provide for the purpose of subscribing to the website services including email newsletters, SimList, Sim Transport, and AJSA Contestant Registrations.
- Any other information that you send to American Simmental Association.

Using personal information

American Simmental Association may use your personal information to:

- Administer this website;
- Personalize the website for you;
- Enable your access to and use of the website services;
- Send to you products that you purchase;
- Supply to you services that you purchase;
- Send you statements and invoices;
- Collect payments from you; and
- Send you marketing communications.

Where American Simmental Association discloses your personal information to its agents or sub-contractors for these purposes, the agent or sub-contractor in question will be obligated to use that personal information in accordance with the terms of this privacy statement.

In addition to the disclosures reasonably necessary for the purposes identified elsewhere above, American Simmental Association may disclose your personal information to the extent that it is required to do so by law, in connection with any legal proceedings or prospective legal proceedings, and in order to establish, exercise or defend its legal rights.

Securing your data

American Simmental Association will take reasonable technical and organizational precautions to prevent the loss, misuse or alteration of your personal information.

American Simmental Association will store all the personal information you provide on its secure servers.

[Information relating to electronic transactions entered into via this website will be protected by encryption technology.]

Cross-border data transfers

Information that American Simmental Association collects may be stored and processed in and transferred between any of the countries in which American Simmental Association operates to enable the use of the information in accordance with this privacy policy.

[In addition, personal information that you submit for publication on the website will be published on the internet and may be available around the world.]

You agree to such cross-border transfers of personal information.

Updating this statement

American Simmental Association may update this privacy policy by posting a new version on this website.

You should check this page occasionally to ensure you are familiar with any changes.

Other websites

This website contains links to other websites.

American Simmental Association is not responsible for the privacy policies or practices of any third party.

Contact the American Simmental Association.

If you have any questions about this privacy policy or American Simmental Association treatment of your personal information, please write to:

- by email to kshafer@simmgene.com