



## Privacy Policy of the Association of Lunar & Planetary Observers

This privacy policy document provides information on how the Association of Lunar and Planetary Observers uses the personal data that we collect at our website.

**Analytics:** Our website uses Google Analytics to help provide feedback on what content our users are most interested in. For example, we receive information as to what pages are viewed the most and what content is downloaded. Google Analytics does not collect personally identifiable information (PII), such as names, email addresses, or precise locations. Google Analytics employs IP anonymization to ensure that individual users' IP addresses remain anonymous.

**Financial Information:** We do not store any financial information, such as credit card information, on our servers. All financial transactions are conducted by third parties (e.g., PayPal) and your data is handled according to their guidelines.

**Preferences:** Our website does record when a registered user or ALPO member downloads content from our site. The most common example is downloading a copy of the Journal of the ALPO or downloading an image from our galleries. This information is used to help us better understand your interests in astronomy.

**File Uploads:** Registered users or ALPO members can upload files to our image galleries. The server records your IP address and your account identity as a security measure.

**Cookies:** Beyond the Google Analytics cookies, the ALPO website uses cookies with no personally identifiable information to improve the user experience and website performance. Examples of this would include a cookie to track whether you have already accepted our privacy agreement so that we do not have to show it again, or noting the page you were on before signing in to your account so that you can be returned to that page.

**Data Sharing:** The ALPO does not share or sell your personal data with any third-party vendors.

**Marketing:** The ALPO may occasionally use the email address that you provide to send announcements and offers to join the ALPO organization. You may opt-out of these emails by adjusting your preferences under the My Account portion of the website. **Note:** ALPO members will still receive communications regarding the availability of new issues of JALPO and/or communications regarding the status of their membership.

**Privacy Policy Updates:** Any change to this policy will be communicated by email. The link to this document is always available in the footer of our website.

**Contact:** You have the right to have all database entries related to your account deleted and/or receive a copy of those records. Please contact [webmaster@alpo-astronomy.org](mailto:webmaster@alpo-astronomy.org) for any such requests.

Please note the following user definitions as it pertains to the information below:

User	Description
<b>Guest</b>	You are an unregistered visitor to our website
<b>Registered User</b>	You have set up an account on the ALPO website
<b>ALPO Member</b>	You are an ALPO member who has set up an account on the website

#### **Data Collection of Personal Information**

- *Guest*: There is no personal information collected or retained by the ALPO.
- *Registered User*: The personal information you provide when registering (email, name, country) is captured during registration and stored encrypted on our database table. If you provide additional details such as your full address or phone number, then that information is also added to your database record and encrypted.
- *Member*: The personal information you provide when registering (email, name, country) is captured during registration and stored encrypted on our database table. If you provide additional details such as your full address or phone number, then that information is also added to your database record and encrypted. If you indicate which areas of study you are most interested in, that information is shared with the relevant Section to support your interest (e.g., sending you an email regarding an upcoming observing campaign).