

Privacy Policy

This Privacy Policy describes how Police Benevolent Association of the City of New York, Inc. (collectively, “NYC PBA,” “we,” “us,” or “our”) collects, uses, shares, and protects personal information. This Privacy Policy also tells you about your rights and choices with respect to your personal information, and how you can reach us to get answers to your questions.

You can jump to particular topics by going to the headings below:

Information We Collect

How We Use Information

How We Share Information

Your Choices

How We Protect and Retain Information

Third-Party Applications/Websites

Changes To This Privacy Policy

Contact Information

Information We Collect

We collect information about you in a variety of ways depending on how you interact with us and our websites and mobile applications including:

- Directly from you when you provide it to us, such as when you register for an account, sign up to receive communications from us, or contact us by phone, email, or otherwise.
- Automatically through the use of cookies, server logs, and other similar technologies when you interact with our websites, mobile applications, and emails.
- From other sources, including, for example, our related entities, business partners, service providers, online social media networks, and other third parties, or from publicly available sources.

The following provides examples of the type of information that we collect in a variety of contexts and how we use that information.

Context	Types of Personal Information	Primary Purpose for Collection and Use of Personal Information
Account Registration	We collect your name and contact information when you create an account. We also collect information relating to the actions that you perform while logged into your account.	We use this information to provide account related functionalities to our users. Accounts can be used for location-based messaging and duty related status access.

<p>Benefit Enrollment Forms</p>	<p>If you enroll in our benefits program, we collect information such as medical information and your Social Security Number.</p>	<p>We use this information to help you manage benefits programs that you qualify for.</p>
<p>Cookies and First-Party Tracking</p>	<p>We use cookies and clear GIFs. “Cookies” are small pieces of information that a website sends to a computer’s hard drive while a website is viewed.</p>	<p>We use this information to make our website operate efficiently.</p>
<p>Cookies and Third-Party Tracking</p>	<p>We may place tracking technology on our website that collects analytics, records how you interact with our website, or allows us to participate in behavior-based advertising. This means that a third party uses technology (e.g., a cookie) to collect information about your use of our website so that they can report analytics to us or provide advertising about services tailored to</p>	<p>We use this information to understand our users and provide tailored services. We may also use this information for purposes of targeted advertising.</p>

	<p>your interests. That third party might also collect information over time and across different websites in order to serve advertisements on our website or other websites.</p>	
Demographic Information	<p>We collect personal information, such as your age or location.</p>	<p>We use this information to understand our users and provide tailored services.</p>
Distance Information	<p>When you use one of our mobile applications, we collect your location from the GPS, Wi-Fi, and/or cellular technology in your device to determine your location.</p>	<p>We use this information to understand our users and provide tailored services. In some contexts, our use is also based upon your consent to provide us with geo location information.</p>
Email Interconnectivity	<p>If you receive email from us, we use certain tools to capture data related to when you open our message or click on any links or banners it contains.</p>	<p>We use this information to understand how you interact with our communications to you.</p>
Feedback/Support	<p>If you provide us feedback or contact us for support, we will collect your name and email address, as well as any other content that you send</p>	<p>We use this information to receive, and act upon, your feedback or issues.</p>

	to us, in order to reply.	
Mobile Devices	We collect information from your mobile device such as unique identifying information broadcast from your device when visiting our website.	We use this information to identify unique visitors, and in understand how users interact with us on their mobile devices.
Website Interactions	We use technology to monitor how you interact with our website. This may include which links you click on, or information that you type into our online forms. This may also include information about your device or browser.	We use this information to understand how you interact with our website to better improve it, and to understand your preferences and interests in order to select offerings that you might find most useful. We also use this information to detect and prevent fraud.

Web Logs	We collect information, including your browser type, operating system, Internet Protocol (IP) address (a number that is automatically assigned to a computer when the internet is used), domain name, click-activity, referring website, and/or a date/time stamp for visitors.	We use this information to monitor our networks and the visitors to our websites. Among other things, it helps us understand which of our services is the most popular.
-----------------	---	---

How We Use Information

In addition to the purposes and uses described above, we use information in the following ways:

- To identify you when you visit our websites or use our mobile applications.
- To provide services.
- To improve our services offerings.
- To conduct analytics.
- To communicate with you, such as to respond to and/or follow-up on your requests, inquiries, issues, or feedback.
- To send marketing and promotional materials including newsletters, information relating to our organization, or other information we think may be of interest to you.
- To detect and protect against malicious, deceptive, fraudulent, or illegal activity, including violation of our policies and terms and conditions, security incidents, and harm to the rights, property, or safety of our company and our users, employees, or others.
- To debug, identify and repair errors that impair existing intended functionality of our website.
- To comply with our legal or regulatory obligations, to establish or exercise our rights, and to defend against a legal claim.
- For internal administrative purposes, as well as to manage our relationships.
- For such other purposes as you may consent (from time to time).

Although the sections above describe our primary purpose in collecting your information, in many situations we have more than one purpose.

How We Share Information

In addition to the specific situations discussed elsewhere in this Privacy Policy, we may disclose personal information in the following situations:

- **Related Entities.** We may share information with our related entities and funds.
- **Other Disclosures without Your Consent.** We may disclose information in response to subpoenas, warrants, or court orders, or in connection with any legal process, or to comply with relevant laws. We may also share your information in order to establish or exercise our rights, to defend against a legal claim, to investigate, prevent, or take action regarding possible illegal activities, suspected fraud, safety of person or property, or a violation of our policies.
- **Service Providers.** We share your information with service providers. Among other things service providers help us to administer our website and mobile application and provide technical support.
- **Other Disclosures with Your Consent.** We may disclose your information to other third parties when we have your consent or direction to do so.

Your Choices

You may make the following choices regarding your personal information:

- **Account Deletion.** You may delete your account within our mobile app by following the instructions within our app settings.
- **Online Tracking.** We do not currently recognize the “Do Not Track” signal.
- **Promotional Emails.** You may choose to provide us with your email address for the purpose of allowing us to send free newsletters, surveys, offers, and other promotional materials to you, as well as targeted offers from third parties. You can stop receiving promotional emails by following the unsubscribe instructions in emails that you receive. If you decide not to receive promotional emails, we may still send you service-related communications.
- **Revocation Of Consent.** Where we process your personal information based upon consent, you may revoke consent. Please note, if you revoke your consent for the processing of personal information then we may no longer be able to provide you services.

Please note, not all of the choices described above are absolute, and they do not apply in all circumstances. In some cases, we may limit or deny your request because the law permits or requires us to do so, or if we are unable to adequately verify your identity.

You may exercise the choices described above by contacting us as indicated in the “Contact Information” section below.

How We Protect and Retain Information

No method of transmission over the internet, or method of electronic storage, is fully secure. While we use reasonable efforts to protect your personal information from unauthorized access, use, or disclosure, we cannot guarantee the security of your personal information. In the event that we are required by law to inform you of a breach to your personal information we may notify you electronically, in writing, or by telephone, if permitted to do so by law.

Some of our websites permit you to create an account. When you do you will be prompted to create a password. You are responsible for maintaining the confidentiality of your password, and you are responsible for any access to or use of your account by someone else that has obtained your password, whether or not such access or use has been authorized by you. You should notify us of any unauthorized use of your password or account.

We retain your personal information for only as long as necessary to fulfil the purposes outlined in this Privacy Policy, including for the purposes of satisfying any legal, accounting, or reporting requirements, unless a longer retention period is required or permitted by law.

Third-Party Applications/Websites

For your convenience, we may provide links to websites and other third-party content or services that we do not own or operate. The websites and third-party content to which we link may have separate privacy notices or policies. Please note, we have no control over the privacy practices websites, or services that we do not own. We encourage you to review the privacy policies of any third-party website or application for details about such third party's privacy practices.

Changes To This Privacy Policy

We may change our privacy policy and practices over time. To the extent that our policy changes in a material way, the policy that was in place at the time that you submitted personal information to us will generally govern that information unless we receive your consent to the new privacy policy. Our privacy policy includes an "effective" and "last updated" date. The effective date refers to the date that the current version took effect. The last updated date refers to the date that the current version was last substantively modified. If we make a material change to our privacy notice, we will attempt to notify you through email or through a website pop-up.

Contact Information

If you have any questions concerning our privacy practices, please contact us at the appropriate address below.

Webmaster@nycpba.org
125 Broad St, 11th Flr
New York, NY 10004-2400
(212) 349-7560

Effective Date: _____

Last Update: _____