**POWER DELIVERY INTELLIGENCE INITIATIVE**

**Privacy Policy**

**Effective February 15, 2017**

This Privacy Policy is provided for websites operated by the Power Delivery Intelligence Initiative ("**PDi2** ") in connection with our goods and services found at [www.PDi2.com](http://www.PDi2.com) and other domains and social media sites by which we provide services online (collectively “**Website**”). This Privacy Policy describes our privacy practices and those of our vendors and business partners on the Website (“**Service Providers**”), but we do not own, operate, or control, the privacy practices of such Service Providers.

We collect and use information from or about you according to the Privacy Policy in effect at the time the information is gathered. Please be aware that our Privacy Policy may be changed by updating this page. By using this site, you expressly agree to the collection and use of your information in accordance with this [Privacy Policy](http://www.pdi2.org/privacy) and the [Terms of Service](http://www.pdi2.org/terms) without limitation or qualification. If you choose not to agree to these terms, then you may NOT use this site. You should review this Privacy Policy periodically to ensure you are in agreement with any updates or changes. Your continued use of our website following any changes will mean you accept such changes.

**CONTACT US:**

If you have questions or concerns regarding our Website, Privacy Policy or practices, please contact us at [info@PDi2.com](mailto:info@PDi2.com) or Attn.: Executive Director, PDi2, 7048 Leonard Street, Coopersville, Michigan 49404.

**ABOUT US:**

PDi2 is a nonprofit organization dedicated to supporting power infrastructure construction decisions by helping to determine the best option for new and rehabilitation projects. PDi2 works to increase awareness about options by developing common methods by which cable systems can be evaluated and educating power industry stakeholders on all technology and construction options, including underground. PDi2’s goal is to help determine the most viable, reliable and cost-effective solution for installation of transmission and distribution systems.

**INFORMATION WE COLLECT**

The information we collect about you includes:

**NON-PERSONALLY IDENTIFIABLE INFORMATION:**

The Website may collect or request anonymous or non-personally identifiable information, demographic information, or data about use of the Website (“Non-PII”) from visitors. Non-PII cannot identify a specific individual unless combined with Personally Identifiable Information (“PII”).

**Contact Information**

By using PDi2’s Contact form you may provide the Website with Non-PII that may include your email address and the subject information location, and other. We may use your email address to communicate with you and provide Services, including newsletters and administrative communications.

**Web Browsing Data**

The Website collects anonymous information known as “Web Browsing Data.” Web Browsing Data alone cannot personally identify you. When you visit our Website, we or our Service Providers may collect the Internet Protocol (IP) address of your computer or Internet Service Provider, your domain, operating system, web pages you viewed while visiting our Website, date, time of day, browser type and other similar information.

To collect Web Browsing Data, we use small computer files which ask permission to be stored on your computer, which may include one or more cookies, web beacons, tags, java script, flash cookies, and data stored in log files (collectively, “Cookies”). When you visit the Website, a Cookie attaches to your computer and collects Web Browsing Data to allow the Website to remember members’ passwords.

**California Online Personal Privacy Act Notice**

(1) This Website does not track users across third party websites and therefore does not use "do not track" signals.

(2) This Website does not authorize Service Providers or other third parties to collect PII or Non-PII from visitors to the Website without separate consent. Users who do not interact with the Website’s social media sharing functionality are not tracked by Service Providers or other third parties across the web.

#### PERSONALLY IDENTIFIABLE INFORMATION (“PII”):

Our Website and our Service Providers only collect PII when you volunteer to provide PII through our Contact form. Such PII may include: your name, your employer’s or company’s name, and any communication you provide in the message portion of the Contact form.

**Business Users of the Website**

We collect PII from individuals and companies who visit our Website to learn about our Services, or enter into business relationships with us (“business information”). We maintain business information that may include PII provided by individuals, for purposes of administering our business, such as maintaining account contact information, sending invoices, etc. We may share such business information with third parties who provide administrative services (and they are required to maintain the confidentiality of the information), as well as pursuant to a court order or to law enforcement or government officials as we deem necessary or appropriate.

**Canadian and European Union Users**

We do not intend to collect PII from Canadian and European Union users. If you are from the United Kingdom, the European Union, or Canada, do not provide us with PII, use our Services, or the Website. If we learn that we collected PII from a user from the United Kingdom, European Union, or Canada, we will promptly delete that information.

Visitors from Canada who desire to become a member of PDi2 should contact us by sending an email requesting membership to [info@PDi2.org](mailto:info@PDi2.org).

**Children**

We do not intend to collect PII from children under 13. If you are under the age of 13, do not provide us with PII, use our Services, or the Website. If we learn that we collected PII from a child under 13, we will promptly delete that information. If you believe that we collected information from a child under 13, contact us at info@PDi2.com.

**USE AND SHARING OF INFORMATION**

Non-PII that we or our Service Providers collect is used for marketing and sales efforts, to better reach individuals who enjoy our products, to create a personally relevant experience for each user, to predict which content is most appropriate for different users.

**Sharing PII with other Members and Service Providers**

PII that we or our Service Providers collect is maintained in confidence, however, we will share your PII with other members and list your name and company name on the PDi2 roster and third party Service Providers who provide membership and other business services to PDi2. These trusted Service Providers may include website and communications technology providers and other business vendors.

**Visitors who Request Services via the Website**

Visitors who register on our Website to become members consent to be contacted by us, and to receive emails from us about the Services.

If you do not wish to be contacted again by us or receive our emails, follow the unsubscribe instructions at the bottom of our emails.

**With Consent**

Except as set forth above, users will be notified when PII may be shared with third parties, and will be able to prevent the sharing of this information.

**HOW we protect and RETAIN your information**

We take security measures to protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of data. These include firewalls and encryption, internal reviews of our data collection, storage and processing practices, and security measures, as well as physical security measures to guard against unauthorized access to systems.

If we retain PII on our systems, we restrict access to PII to employees, contractors, and agents who need to know that information in order to operate, develop, or improve our Website and Services. These individuals are bound by confidentiality obligations and may be subject to discipline, including termination, if they fail to meet these obligations.

However, the internet and mobile web are inherently insecure and so we are unable guarantee that the security measures we take will not be penetrated or compromised or that your information will remain secure under all circumstances.

Currently, we retain individual records of PII and all Non-PII for PDi2members during the term of the individual’s membership. We reserve the right to change this policy subject to applicable laws and regulations.

**how to control and correct your INFORMATION**

You may visit the Website and utilize some of the Site functionality without entering any personal information. You may visit the Website without elect not to provide Web Browsing Data to us or our Service Providers by following the opt-out procedures set forth below, but our Website and some of our Services may not work properly.

**Learn More about Cookies, Web Beacons, and other Technologies**

You can accept or decline cookies. Most browsers automatically accept cookies. To learn more about cookies, including how to refuse cookies on your computer by adjusting web browser settings, follow these links:

* All About Cookies: [www.allaboutcookies.org/cookies/](http://www.allaboutcookies.org/cookies/).
* Google: [www.google.com/analytics/learn/privacy.html](http://www.google.com/analytics/learn/privacy.html).
* Microsoft Internet Explorer: [www.microsoft.com/info/cookies.htm](http://www.microsoft.com/info/cookies.htm).
* Mozilla Firefox: <http://support.mozilla.com/en-US/kb/Options+window+-+Privacy+panel>.
* Apple Safari: <http://www.apple.com/safari/>

**Opting Out of Cookies**

To opt-out from collection and use of your Web Browsing Data by the Website, you may block cookies by changing the privacy settings in your Internet browser.

**Social Media**

We may engage with you on third party social media sites such as LinkedIn, if you engage with us. By doing so, you “opt in” to sharing your content with us. Be aware that such content (PII, images, captions, and comments, etc.) that you submit (upload, post, comment, share, “like”, etc.) to third party social media sites (including any of our message boards or tweets) is publicly visible, not private and cannot be considered private PII. To manage social media notifications you receive, correct or delete your PII, adjust your privacy settings in your social media accounts. To learn more about social media privacy settings, follow these links:

* LinkedIn: <https://www.linkedin.com/psettings/>

**Correcting your Personal Information:**

If you have any questions about accessing or updating information we have on file about you, please contact us at [info@PDi2.com](mailto:info@PDi2.com).

Your California Privacy Rights:

Under California Civil Code Section 1798.83, California residents who have an established business relationship with us have the right to request that we provide certain information regarding the disclosure of their personal information to third parties for their direct marketing purposes during the immediately preceding calendar year. You may send your request for such information to [info@PDi2.com](mailto:info@PDi2.com). Requests shall only be accepted via this email address. We shall not be responsible for requests made over the telephone or by any other means.

By using our Website, you signify your consent to the data practices described in this Privacy Policy and agree that your visit and any dispute over privacy is subject to our [info@PDi2.com](mailto:info@PDi2.com), including without limitation, the terms regarding limitations on liability and application of the laws of the State of Michigan.