



ASSOCIATION FOR CONSUMER RESEARCH

Rajiv Vaidyanathan, Executive Director

ACR Privacy Policy & Information

May 2018

As part of our preparation for the new European data protection law called the General Data Protection Regulation (GDPR) that goes into effect May 25th, we have updated our privacy policy on our website.

The ICO is the UK's independent body set up to uphold information rights <https://ico.org.uk/>

ACR-L:

Listserv subscribers can unsubscribe at any time following explicit and straightforward instructions provided in each posting/message disseminated via ACR-L. The only data that are being recorded are subscribers' first names, last names and email addresses which are automatically deleted once a Listserv user opts to unsubscribe from the list to stop receiving postings

ACR's Social Media (Facebook, LinkedIn and Twitter Pages):

ACR maintains three social media pages none of which collect/store any personal user information or track users in any way. Participants are free to join/subscribe and leave/unsubscribe at any time as they wish with a clicking on "leave the group" or "unsubscribe from the page" links associated with respective social media pages/accounts.

ACR Membership:

A link/button on the membership page allowing members to contact ACR to have their information removed.

ACR Membership Emails:

An unsubscribe functionality was added to the internal email messaging service; going forward all outgoing messages will contain an unsubscribe link. Management of this "do not contact" list can be done from <https://www.acrwebsite.org/manage/email/manage-do-not-email.aspx>. Anyone on this list will not receive email from ACR.

JACR:

The files ACR sends to University of Chicago Press (UCP) for the JACR issue mailing are deleted from UCP's email and servers. UCP does not save that information. ACR member data for the purpose of issue claims processing is kept in a secure database. Per GDPR data retention policies that we now follow, we will erase any personally identifiable information for all records that have not been updated for three years.

ACR Publications – Conference/Proceedings

Recording and Sharing Policy: ACR Conferences provide a forum for scholars to share unpublished work in progress that has not yet received the full scrutiny of a journal review process. Taking photos or slides or otherwise recording, duplicating, or sharing voice or visual content requires explicit and advance permission of the presenter.

ACR Conference Exhibitors:

Conference attendee registration requires each registrant to give permission to ACR to share their name and contact information to exhibitors.

☒ I give permission to share my contact information with ACR exhibitors

Third Party Sharing

Authorize.net: Credit card processing <https://www.authorize.net/company/privacy/>

Quickbooks Intuit: Accounting software <https://security.intuit.com/index.php/privacy?bc=USP-BE3>

Whova:

Mobile Conference app - <https://whova.com/privacy/>

Per Whova's Privacy Policy: "Please note that regardless of opt in/out policy, attendees' contact information (e.g. emails, phone numbers) is not disclosed to other attendees unless users explicitly exchange their contact information via Whova Apps."

ACR Website

Cookies:

Replaced: "Our site uses cookies to save your username and password if you become a member. This means you don't have to re-enter these items each time you visit our site. You can always delete this cookie from your computer."

With: Authentication Cookies - Our website uses cookies for authentication once you logged in as a member. The cookie is required to used password protected area of the website. The authentication cookie is saved on your browser for the duration of the logged in session and deleted once you log out.

Google Analytical:

Our website uses Google Analytics, a web analysis service of Google, Inc. ("Google"). We enabled Google Analytics anonymization of IP addresses as soon as technically feasible at the earliest possible stage of the collection network. Learn more from their Terms of Service and Privacy Policy. Opt-out: Download the browser plugin "Google Analytics Opt-out Browser Add-on" [here](#).

If you choose to share our website pages using third-party social media buttons those services might be creating cookies in your browser.

Sincerely,



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