

How it collects and processes data.

Website Privacy Policy

This Notice explains how the Dakota Credit Union Association (DakCU) collects, uses, shares, processes, and stores your data. This notice applies to www.dakcu.org (Site). Please read this Notice in its entirety to understand our privacy practices before using the Site. This policy is effective January 13, 2022.

Information Collection and Use

We collect certain personal, business, education, geographic and demographic Information such as name, address, phone, email addresses, and survey data. DakCU has access to/collects information that you voluntarily give us via email, creation of an account, registration for events, purchase of products/services or other direct contact from you as well as publicly available information.

We also collect certain information relating to your visits to our websites.

We use a credit card processing company to bill users for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes beyond filling your order.

The information we collect is used to provide, maintain and improve our services and interactions with you. We use the information for conducting transactions and providing services you request and administering our business activities.

Unless you ask us not to, we may contact you via email in the future to tell you about events, news, new products or services, or changes to this privacy policy.

Your Access to and Control Over Information

Your access to some services and content is password protected. We advise that you do not disclose your password to anyone. You are solely responsible for keeping your password confidential and secure. You understand that you are responsible for all use (including any unauthorized use) of your username and password. If your username or password is lost or stolen, or if you believe there has been unauthorized access to your account by a third party, you must notify us immediately and change your password as soon as possible.

You may opt out of any future contacts from us at any time. You can do the following at any time by contacting us via the email address or phone number given on our website:

- Change/correct any data we have about you.
- Express any concern you have about our use of your data.
- Security

We take precautions to protect your information. When you submit sensitive information via the website, your information is protected both online and offline.

Wherever we collect sensitive information (such as credit card data), that information is encrypted before being transmitted. You can verify encryption by looking for a closed padlock (lock) icon at the bottom of your web browser or looking for "https" at the beginning of the address of the web page. It signifies that the connection to the website is encrypted using HTTPS and has an SSL/TLS certificate.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. The computers/servers in which we store personally identifiable information are kept in a secure environment.

Surveys & Contests

From time-to-time we may request information via surveys or contests. Participation in these surveys or contests is completely voluntary and you may choose whether or not to participate and therefore disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site or our programming and Association.

Third-Party Tracking

We use Site Improve and Google Analytics. Google Analytics uses cookies and other similar technologies, to collect information about use of the Services anonymously and report website trends, without identifying individual visitors. To learn more, including how to opt out, visit <https://tools.google.com/dlpage/gaoptout>. We do not currently support the capability to respond to web browser “do not track” signals.

The information we collect about every website visitor includes:

- The date and time of your visit to our website;
- The pages and documents that you view on our website;
- The URL of the website that you visited prior to ours;
- The name of the domain that you use to access the Internet (for example, Verizon.com, if you are using a Verizon online account, or stanford.edu, if you are connecting from Stanford University’s domain);
- The type and version of your web browser and operating system;
- Your location at the time of your visit, down to the city-level; and
- Other more technical information, including the HTTP status code, Windows NT code, number of bytes sent, number of bytes received, duration (in seconds) to fulfill the request, server port number addressed, and protocol version.

We do not use this information to identify individuals. We aggregate the information about all of our website visitors and use the aggregated information to improve our website and provide a better user experience to our visitors.

Third-Party Links

The Site includes links to third-party websites and social media services where you will be able to share personal data, post comments, stories, reviews, or other information outside of DakCU’s control. These links are made available to you as a convenience, and you agree to use these links at your own risk. These other third-party websites may send their own cookies to you, log your IP address and otherwise collect data or solicit personal information. DakCU DOES NOT CONTROL AND IS NOT RESPONSIBLE FOR WHAT THIRD PARTIES DO IN CONNECTION WITH THEIR WEBSITES, OR HOW THEY HANDLE YOUR PERSONAL INFORMATION. PLEASE EXERCISE CAUTION AND CONSULT THE PRIVACY POLICIES POSTED ON EACH THIRD-PARTY WEB SITE FOR FURTHER INFORMATION.

Selling Your Personal Data

We will never sell or rent your Personal Data to third parties, but it may be disclosed when it facilitates the offering, provision or administration of products and services, or when it is required by legal process. We may provide the contact information for in-person and virtual event attendees to exhibitors and sponsors at DakCU’s in-person and virtual events.

Children’s Privacy

Our Site is not directed to children under the age of 13. If you are not 13 years or older, do not use our Site. We do not knowingly collect Personal Data from children under the age of 13. If we learn that Personal Data of persons less than 13 years of age has been collected through our Site, we will take the appropriate steps to delete this information. If you are a parent or guardian and discover that your child or a minor under the age of 13 has posted, submitted or otherwise communicated Personal Data to our Site without your consent, then you may alert us at marketing@dakcu.org so that we may take appropriate action to remove the minor’s Personal Data from our systems.

How Long We Keep Personal Information

We will maintain personal information about you for as long as necessary in connection with both our and your legal rights and obligations for the purposes for which it was collected, to defend or advance legal claims, or otherwise required by applicable legal requirements.

Changes to this Notice

We reserve the right to modify this Notice at any time. Any changes we make to this Notice in the future will be posted on this page and, where appropriate, notification sent to you by email. Please check back frequently to see any updates or changes to this Notice.