

## American Schools of Oriental Research Website and Electronic Communications Policy

### I. Introduction and purpose.

**1.1** The American Schools of Oriental Research (ASOR) is committed to providing a confidential and secure website environment for its members, social media users, friends, and visitors to electronically communicate with the organization and carry out online transactions.

**1.2** ASOR does not use illegal or misleading methods to mine data, including email addresses, telephone numbers, facsimile numbers, physical addresses, and other personally identifiable information. All such data is obtained only through normal business transactions, including through processing membership applications and event registrations, online sales transactions, purchased data lists, and attending and participating in trade shows.

**1.3** To these ends, the ASOR Board of Trustees enacts this Website and Electronic Communications Policy governing the collection and use of such data.

### II. Data Collection and Dissemination Practices.

**2.1 Names and Mailing Addresses.** ASOR collects names, mailing addresses, telephone numbers, and other demographic information through website transactions, and uses such data to communicate with members and prospective members, conduct business, and enhance services. ASOR occasionally shares such data (excluding telephone numbers) with like-minded partner learned societies and other nonprofit organizations. ASOR also occasionally rents such data (excluding telephone numbers) to relevant external vendors for one-time use. ASOR maintains systems guarding against unauthorized or multiple uses of such data.

**2.2 Email Addresses.** ASOR also collects email addresses through website transactions, and uses such data to disseminate information about the organization and communicate with members, prospective members, writers, visitors, friends, meeting and event attendees, and e-newsletter and journal subscribers. Persons registered on the ASOR website, blog, and social media sites may opt out of email communications by changing their profiles in Informz, ASOR's email software system. ASOR does not, as a matter of course, send emails to its registered website, blog, and social media site users on behalf of publishers and other advertisers of interest, although it may occasionally do so. All such emails are marked as originating from ASOR. Recipients may opt out of such emails by clicking the opt-out link at the bottom of the emails or contacting ASOR Membership and Subscriber Services. ASOR also occasionally rents email lists to advertisers for one-time use. ASOR maintains systems guarding against unauthorized or multiple uses of such email lists.

**2.3 Credit Card Information.** When purchasing a product or making a donation through the ASOR website, a credit card number must be provided to complete the transaction. Although ASOR does not store credit card information after each completed transaction, ASOR

maintains a transaction reference number provided by PayPal, ASOR's electronic payment processor. ASOR adheres to the Payment Card Industry Data Security Standards (PCI-DSS) for all electronic payment transactions.

**2.4 Cookies.** When a visitor accesses the ASOR website, blogs, or social media sites, a temporary cookie (or file) is created solely to aid navigation. Cookies are not used to collect information from users. ASOR also does not use tracking cookies or third-party cookies on its website, blogs, or social media sites.

**2.5 Accessing and Updating Information.** All records in the ASOR database are accessible online by ASOR personnel, but not by outside parties. Registered ASOR website, blog, and social media site users may access their personal information by logging into their ASOR accounts. ASOR members also may access the ASOR online membership directory containing the names and addresses of ASOR members who have not opted out of the online membership directory. Registered ASOR website, blog, and social media site users may modify their personal information, or opt out of ASOR electronic communications, by logging into their accounts or contacting ASOR Membership and Subscriber Services.

**2.6 Copyright and Trademark.** Unless otherwise noted, ASOR website, blog, and social media site content is owned by ASOR and protected by U.S. and international copyright and trademark laws. All rights in such content are reserved by ASOR. Visitors may not copy, reproduce, download, upload, republish, disseminate, post, distribute, transmit, or use any ASOR website, blog, or social media site content unless prior written permission is secured from ASOR. Copyright and trademark infringement is a violation of federal law; violators are subject to civil and criminal penalties.

### **III. Disclaimers.**

**3.1 General information only.** ASOR website, blog, and social media site content is provided by ASOR for general information purposes only. None of such content is intended, or should be construed, as legal advice or a legal opinion. While every effort is made to ensure that ASOR website, blog, and social media site content is accurate, errors or omissions may occur. Moreover, because of the nature of website and social media site development, maintenance, and updating, such content may not always reflect the most current developments.

**3.2 Disclaimer.** Use of the ASOR website, blogs, and social media sites is at the user's risk. ASOR and its trustees, officers, employees, volunteers, contributing authors, agents, and representatives expressly disclaim any liability to users of the ASOR website, blogs, and social media sites or any third-party for compensatory, direct, indirect, incidental, special, exemplary, punitive, or consequential damages, or attorneys' fees, arising out of the use of, or reliance upon, in whole or in part, ASOR website, blog, and social media site content, the inability to gain access to or use such content, or out of any breach of warranty.

**3.3 External Links.** As a service to users, the ASOR website and ASOR social media sites include links to other websites and social media sites of interest. Such third-party sites

contain information created, published, maintained, or otherwise posted by institutions or organizations independent of ASOR. ASOR does not endorse, approve, certify, or control these third-party sites, and, therefore, does not guarantee the accuracy, completeness, efficacy, timeliness, or correct sequencing of their content. Content on the ASOR website, ASOR social media sites, and third-party sites is provided “as is” and without warranties of any kind. To the fullest extent permissible by applicable law, ASOR disclaims all warranties, express or implied, including, without limitation, title, non-infringement, and the implied warranties of merchantability and fitness for a particular purpose. Nor is ASOR responsible for the content of such third-party sites, and expressly disclaims any liability for injury or damages arising out of their use. Use of any information obtained from such third-party sites is voluntary, and reliance upon it should only be undertaken after an independent review of its accuracy, completeness, efficacy, and timeliness. Reference therein to any specific product, process, or service by trade name, trademark, service mark, manufacturer, or otherwise does not constitute or imply endorsement, recommendation, or favoring by ASOR.