

## Society of Manufacturing Engineers Privacy Policy

### 1. Introduction

#### What This Means

*We are an online social media platform that enables you to share information about yourself with others, including schools and employers.*

#### What this Means

*By using the Services, you agree to the use of the information in your application being used by SME to provide the Services.*

Society of Manufacturing Engineers (“SME”) is a community that promotes advanced manufacturing technology and a skilled workforce. SME offers a high school student membership that provides information on careers in manufacturing, scholarships, job opportunities, career information, student discussion boards and blogs, technical resources, student competitions and contests, resources for resume development, manufacturing tours and mentorship opportunities (“Services”). Collecting your information and sharing it with others is inherent in the Services. By using the Services, you agree to have your information collected, stored, and shared as described in this Privacy Policy (“Policy”). This Policy is the privacy policy for the Services, and not the website for SME. If you do not want your information to be collected, used, and shared as described by this Policy, then do not use the Services, do not create an account, and do not post any content. If you have already created an account, and you would like to terminate it, please contact SME at [membership@sme.org](mailto:membership@sme.org).

SME cares about the privacy and personal information of its student members. By using the Services, you hereby (1) represent to SME that you are a student applicant at least 13 years of age or older and have the consent from your legal parent/guardian to participate, and (2) acknowledge and agrees to the submission of your application and your potential membership in SME. Personal information contained in your application (and any other information that might need to be transferred, collected, stored, used, disclosed, or disposed of) will be transferred, collected, stored, used, disclosed, or disposed solely by, of, or to SME for the purpose of processing your application for membership in SME. Additionally, if you are granted membership in SME, such information may continue to be used by SME, including disclosure to SME's business partners in furtherance of your membership (provided you have consented to such disclosure by checking the relevant box in your application). Such consent expressly includes any consent required under the Family Education Rights and Privacy Act (FERPA) with respect to transfer or use of your education records (as such term is defined under FERPA).

Information is prohibited from being disclosed by SME to third parties (except for SME's business partners, provided you have consented to such disclosure by checking the relevant box on your application). SME employs commercially reasonable measures to maintain the confidentiality, security, integrity, and accessibility of all information collected on behalf of you, including taking reasonable steps to release such information only to parties capable of maintaining its confidentiality and security. SME will retain your personal information, whether collected through hard-copy or electronic submission, for only as long as necessary to fulfill the purpose for which it was collected, and SME will delete such information using reasonable measures to protect it against unauthorized access or use.

In addition, you agree to the use of company logos, photos and other images that may be used for specified marketing efforts and permit and release SME to utilize such graphics as agreed upon by you and your parent/guardian and SME as part of the SME high school program only. Furthermore, you hereby approve of, and consents to your participation in chapter meetings, and the manner in which you completed the application, including any checked boxes you have checked or left blank.

#### What This Means

The Services are intended to allow you to share your information and allow others with access to the Services to find you. By default, your account is set up to share the information we find most students want to share. This information can be

*You control the amount of information you share with us. Do not post any information that you do not want to be publically available.*

accessed by education institutions, businesses, companies, mentors, individuals or organizations who are members of SME and use the Services, and individuals you allow to view your student profile (“Users”). At your election and with your consent, certain aspects of the Services, such as featuring top students on our homepage, will publish your information to the general public and may appear in public search engines.

SME is committed to protecting your privacy, and strives to provide a safe, secure user experience. This Policy describes how we collect and use online data.

While SME takes steps to safeguard your information, SME has no control over how other users and the public at large may use the information you share while using our Services. SME also has no control over public search engines and how your information may appear on these sites.

NOTE TO USERS FROM OUTSIDE THE UNITED STATES: This Policy and the [Terms of Use](#) are governed by United States law, and we make no representation that any part of the Services is appropriate or available for use in locations outside of the United States. Translations of the Services into languages other than English are for your convenience only. In the event you use the Services from outside the United States, please know that your information may be transferred to, stored, and processed in the United States, where our servers are located and our central database is operated. The laws of the United States and other countries might not be as comprehensive as those in your country, but please be assured that we take steps to ensure that your privacy is protected. By using the Services, you understand that your information may be transferred to our facilities and to those third parties with whom we may share it as described in this Policy.

SME may update this Policy at any time without notice to you. The most recent version of this Policy will be posted here, so we encourage you to check back often.

## **2. What Information We Collect**

### **What This Means**

*We collect biographical and other information you provide while using the Services as well as information about your computer or mobile device.*

SME collects information about you when you use the Services. For example, depending on the services you use, we collect:

- Your name, age, gender, date of birth, or other personally identifiable information you choose to provide
- Contact information such as address, email address, telephone number
- Information about your education, occupation, skills and experience, awards, memberships and affiliations, activities and interests
- Information about third parties, such as references or contacts, that you provide to us if you have their express written consent to do so
- A photo, video, or audio file containing your image or voice, if you choose to provide it
- A persistent identifier (such as a “cookie,” device or processor serial number, or an IP address)
- Information about how you use the Services
- Information about your computer or mobile device, including your physical location, browser and operating system type, and referring URLs.

## **3. How We Collect Your Information**

## What This Means

*SME collects certain information from you when you register for the Services and when you use the Services.*

**3.1 Registration.** To register for the Services, you voluntarily provide SME certain information such as your name, email address, and age. We may also request other information from you (e.g., gender, location, etc.) so that we can provide better, more customized services. You may volunteer this information and acknowledge that this information is personal to you, and by creating an account, you allow others to identify you and to allow SME to use your information in accordance with our Terms of Use.

**3.2 Information When Using the Services.** Once you register, you may provide additional information when using the Services such as your skills, professional experiences, and educational background. The amount of information you decide to share is entirely up to you.

**3.3 Service Support.** We collect information about you when you interact with SME’s support (whether by email, phone, or live chat) in an effort to respond to your inquiries.

**3.4 Cookies.** As is the case with many websites, the Service uses a technology called “cookies” which are small data files that are downloaded onto your computer. The use of cookies is standard on the Internet, and allows us to tailor your visits to our Services to your individual preferences. We may also contract with third party service providers who assign cookies to conduct site tracking for us. These companies use cookies solely to provide us with aggregate data about traffic on the Service. Although most web browsers automatically accept cookies, you can change your browser to prevent cookies or notify you whenever you are sent a cookie. Cookies may be session-based cookies that are removed after a user leaves a website or persistent cookies that are stored on a user’s computer permanently or until the expiration date. Even without accepting a cookie, you can still access certain of the features of the Services, but some features may not function as intended. Users can delete cookies via their browser settings.

## What This Means

*SME also uses tools such as cookies to automatically collect information about you while you use the Services.*

Like most websites, SME uses cookies and web log files to track this information, improve the quality of the Services, and customize your experience. A cookie is a tiny data file that resides on your computer, mobile phone, or other device, and allows SME to recognize you while using the Services. You can remove or block cookies using the settings in your browser, but in some cases doing so may impact your ability to use the Services. One type of cookie, known as a “persistent” cookie, is set once you’ve logged in to your SME account. The next time you visit the Services, the persistent cookie will allow SME to recognize you so you will not need to log in before using the services again. However, in order to access or change any of your private information or to send a message to another User, you must log in securely again with your password even if your computer contains your persistent cookie. Another type of cookie, called a “session” cookie, is used to identify a particular visit to the Services. Session cookies expire after a short time or when you close your web browser. Other technology like Macromedia’s flash can be used to place the functional equivalent of a cookie on your computer. You can control flash “local stored objects” or “flash cookies” using the Macromedia Website Privacy Settings Panel at [www.macromedia.com](http://www.macromedia.com). SME may use cookie-equivalent technology for the limited purpose of enhancing the security of the Services.

In the course of optimizing the Services, SME may allow authorized third parties to place or recognize a unique cookie on your browser. Any information provided to third parties through cookies will not be personally identifiable but may provide general segment information (e.g., your industry or geography, career field, or information about your professional or educational background). Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. SME does not store unencrypted personally identifiable information in the cookies.

## 4. How We Use & Share Your Information

## What This Means

*The goal of SME is to connect students and professionals with colleges, universities and employers. We share your information with these entities and we do not control their use of your information.*

Sharing your information is inherent in SME's Services. SME will share your information with employers, colleges, and universities using the Services for various recruitment activities. SME receives licensing and other fees from these entities for their access to User profiles, data and other services. At your election and with your consent, SME also may publish your information on our homepage or through other publically accessible features on our website, which could make your information visible to the general public. SME does not control how third parties use your data

By registering an account, you agree to SME using your information in the following ways:

- to create a profile for you based on information that you have provided or imported from other sites, applications, or third parties;
- to share your information with other Users;
- at your election and with your consent, to feature your information on our homepage or through other aspects of our website which are visible to the general public;
- to provide personalized, targeted, or location-based content, and services from SME and third parties;
- to allow you to contact other Users or to invite others to join or create an account;
- to allow you to import information about yourself or your contacts from other sites or applications or to export your information to other sites or applications;
- to contact you about feature updates, informational and service-related communications, including important security updates;
- to provide you with additional communications, information, and promotions such as newsletters and career advice;
- to inform you of other products or services available from SME or its affiliates;
- to enable you to contact SME and for SME to contact you to conduct surveys, promotions and contests, and to publish the results thereof;
- to help your friends, contacts, schools and potential employers find your profile and connect with you;
- to provide information about you and your potential interest in job postings to employer customers;
- to provide products and services to school and employer customers to complete the recruitment and hiring process;
- to provide products and services that enable you and other Users to network, post information on bulletin boards, and view and compare profiles;
- to generate internal reports about the use of the Services;
- to allow you to share jobs and profile information with your connections;
- to give search engines access to public information;
- to inform Users of the Services, such as standardized testing agencies, that you have created a SME profile;
- to share your information with third parties to verify the accuracy of information included in your profile;
- to detect, investigate and prevent activities that may violate our Terms of Use, this Policy or applicable law; and to provide recommendations to you concerning groups or organizations that may be of potential interest to you.

Sharing content and using third party integrations may result in your information being displayed outside of SME. We may modify our Services to enhance its sharing capabilities, which could include integration with social media platforms. Such integration may enable you to share your information on multiple online platforms. Whether or not your information

becomes publically available will depend on your privacy settings for these other platforms. So, we suggest you check your privacy settings before posting any information to those other platforms.

SME takes your privacy very seriously. SME does not sell, rent, or otherwise share your personally identifiable information with third parties, except as described in this Policy.

SME will not share information that has not been published on your profile or generated by using the Services (Groups, Answers, Company Pages, etc.) without your consent. However, your information will be shared as reasonably necessary to: (1) comply with legal process, including, but not limited to, civil and criminal subpoenas, court orders or other compulsory disclosures; (2) enforce this Policy and our Terms of Use; (3) respond to claims of a violation of the rights of third parties, whether or not the third party is a User, individual, or government agency; (4) respond to customer service inquiries; or (5) protect your rights, property, or personal safety or to protect the rights, property, or personal safety of SME, other Users or the public.

## **5. How We Store Information**

### **What This Means**

*You should carefully consider what information you share with other Users. If you do not want your information seen by others, you should not post it. SME cannot guarantee the complete and comprehensive deletion of your information.*

SME will retain all the information gathered about you in an effort to make repeat use of our Services more efficient, practical and relevant. For some features, you can opt out of this personalization. You may edit or delete content and data at any time by logging into your account and using the buttons located within each section of your profile. If you are unable to edit or delete content, please contact us by email at [membership@sme.org](mailto:membership@sme.org) or by phone at (800) 733-4763. Despite editing or deleting the content or data on your profile, it is possible that the “shell” of your account may still appear, including your name. If you would like to delete your profile from the search feature of the members of SME, please contact us by email at [membership@sme.org](mailto:membership@sme.org) or by phone at (800) 733-4763. SME will use commercially reasonable efforts to fulfill your request, but we cannot guarantee that any edits or deletions will result in the complete and comprehensive removal of the content and your information may still appear in public search engines. SME also cannot guarantee that messages you send to others or content shared by you that have been copied by other Users will be deleted. If you do not want content seen by other Users, or the general public, you should not post it.

In limited circumstances, SME may deny or limit your ability to edit or delete content if it would violate another person’s rights and/or as otherwise permitted by applicable law.

### **What This Means**

*If you close your account, your content will be deleted. SME will retain an archival copy for our own use.*

SME will retain your information for as long as your account is active, as needed to provide you the Services, and to comply with our legal obligations, resolve disputes, and enforce our Terms of Use. After you close your account, SME will have no obligation to retain any of your data. If you have not logged into your account for an extended period of time, your profile may be made unsearchable or tagged as expired and scheduled for deletion. If you choose to close your account, SME will send you an email to confirm that your personal information has been deleted (except for an archival copy which is not accessible by you or third parties on the Internet). The archival copy is retained only for as long as needed for audit and record purposes and may include additional information related to your activity. SME may also choose to retain certain information for business purposes, such as the analysis of aggregated non-personally identifiable data or to prevent fraud or abuse of the Services. If SME learns that User, their account may be memorialized and functionality restricted. Accounts may also be closed upon receipt of proper legal notice or upon request by next of kin.

## 6. How We Protect Your Information

### What This Means

*We use standard industry protocols and technology to protect your information, but we cannot make the internet 100% secure.*

All information you provide will be protected with industry standard protocols and technology. In addition, SSL encryption is used secure sensitive data when it is exchanged between your web browser and the Services and access to your account is password-protected. SME also regularly audits its system for possible vulnerabilities and attacks and uses a tier-one-secured-access data center.

Despite our best efforts, SME cannot make the internet 100% secure and we do not make any representations or warranties as to the security of your personal information or the content you generate using the Services. Please note that emails and other means of communication are not encrypted and SME strongly advises you to not communicate any confidential or sensitive information through these means.

## 7. How To Contact Us

### What This Means

*You may contact SME either via email or U.S. mail at these addresses.*

Questions or concerns about this Policy can be directed to us via email at [membership@sme.org](mailto:membership@sme.org) or at:

Society of Manufacturing Engineers  
Attn: Privacy Policy Issues  
One SME Drive  
Dearborn, Michigan 48128

