**Privacy Policy**

Date Established: **February 2010**

Amended: **July 2020**

The Hoof Trimmers Association, Inc. (HTA) values the privacy of our members and customers. The following principles dictate HTA’s use of personal information.

**Dissemination of Personal Information**
Part of HTA’s membership benefit is to help advertise one’s business with potential clients. “Find a Trimmer” feature on HTA’s website will show an active member’s phone number, city, state, and zip code upon request. Members may opt out of this feature by clicking the appropriate box on their membership profile or by calling the administrative office.

HTA does not rent, sell, or share any personal information with any outside individual or organization without the advance permission of the member or customer, or unless ordered to do so by a court of law.

**Staff/Board Access and Use of Personal Information**
HTA office staff and board will have access to personal information only to fulfill services or orders a member or customer has requested, or to conduct appropriate HTA business.

**Opt-In Policy**
HTA endorses and uses an “opt-in” method of gathering e-mail addresses from members or customers for list serve activity.

**Opt-out Policy**
Association e-mailings, such as association news, event notices, and information about on-line orders placed by the customer, are sent to active members and recently expired members. A member or customer must select that they wish to opt-out of receiving such emailings or other communications in order for communications not be sent.

**Security Standards**
To protect personal information, HTA will employ appropriate security measures including SSL connections, and will reassess the security measures in place to assure compliance with best practices and applicable laws.

**Links**
HTA’s Web site is linked to the Web sites of other organizations. When a customer or member links to another organization’s Web site through the HTA Web site, the individual is subject to the privacy policy of the new site.