

**American Society of Agronomy (ASA)
Crop Science Society of America (CSSA)
Soil Science Society of America (SSSA)**

GDPR-COMPLIANT PRIVACY NOTICE

DATA COLLECTED

Personal data collected by ASA, CSSA, and/or SSSA (the Societies) generally includes an individual's name, employer, address, and email address. It may also include demographics (such as student adviser information, date of birth, ethnicity, marital status, country of citizenship, date of birth), image, and, on occasion, credit card numbers.

HOW PERSONAL DATA IS COLLECTED

The Societies collect personal data under various circumstances. Most common are when an individual:

- Becomes a member of one or more of the Societies;
- Registers for a conference or similar in-person event;
- Registers for a webinar or other online offering;
- Downloads information from one of the Societies' websites;
- Participates as a speaker, author, or similar capacity;
- Applies to become certified under ASA or SSSA's certification programs;
- Purchases a product; or
- Subscribes to a publication or electronic newsletter.

HOW PERSONAL DATA IS PROCESSED

Personal data of individuals may be used for several purposes. Among them are:

- Membership administration;
- Provision of member benefits;
- Delivery of products and services;
- Management of subscriptions;
- Communication of the Societies events, products, services, offerings, benefits and opportunities;
- Direct marketing;
- Member and customer data analysis;
- Development of directories; and
- Product and services customization and development.

LEGAL BASIS FOR COLLECTING AND PROCESSING PERSONAL DATA

There are several legal bases for the Societies collection and processing of personal data:

- For the legitimate interests of the Societies, including but not limited to the several uses listed above;
- To perform a contract;
- Based on consent; and
- Legal compliance.

THIRD PARTIES WITH WHICH PERSONAL DATA MAY BE SHARED

The Societies may share personal data with other parties. These include:

- Sponsors of Societies activities;
- Exhibitors at Societies events;
- Publishers of Societies publications;
- Cloud service providers;
- Service providers who perform functions such as manuscript submission, meeting abstract submission, marketing (email services), research, shipping and fulfilment; and
- Vendors, such as insurance and credit card companies.

The Societies also may share personal data in the event of a merger or asset sale/purchase transaction, and as required by law.

SITE OF PROCESSING OF PERSONAL DATA

Personal data of individuals collected by the Societies may be stored and processed in the United States, Europe, or any other country in which the Societies, its vendors, or partners maintain facilities. The Societies generally collects and processes personal data in the US. In the event personal data is collected in the EU and is then transferred to the US, or is transferred to any other country outside of the EU, the Societies will do so because there is a legal reason, such as in order to perform a contract, or to achieve a legitimate interest of the Societies.

PERSONAL DATA AUTOMATICALLY COLLECTED

The Societies may collect certain personal data automatically, in particular of individuals visiting the Societies websites, using cookies and other technologies.

DATA RETENTION

Personal data may be retained by the Societies for so long as necessary or useful to pursue the legitimate interests of the Societies. Other factors may include: the duration of the business or

contractual relationship between the Societies and an individual; archiving of historical information; and legal requirements, including limitations periods during which a legal claim might be brought.

SAFEGUARDS

The Societies have put in place reasonable technical, physical, and administrative safeguards to protect personal data collected by the Societies.

INDIVIDUAL RIGHTS REGARDING PERSONAL DATA

Individuals generally have the right to access their own personal data and to request that the Societies correct any errors or incompleteness in their own personal data. To do so, contact membership@sciencesocieties or visit any of the Society websites, login to your account and update your information and privacy preferences. There is also a limited right to request deletion of personal data. Such requests also should be directed to the designated contact.

CONTACT

Inquiries regarding this privacy notice or other privacy concerns should be directed to:

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