

# CFA Society Sweden Privacy Policy

*Adopted by the Board of Directors 2015.08.25*

The privacy of our Members is critically important to us. At CFA Society Sweden (CFA Sweden) we have a few fundamental principles:

- We don't ask you for personal information unless we truly need it.
- We don't share your personal information with anyone except to comply with the law, develop our products, or protect our rights.
- We don't store personal information on our servers unless required for the on-going operation of one of our services.
- In our social media products, we aim to make it as simple as possible for you to control what's visible to the public, seen by search engines, kept private, and permanently deleted.

Below is our privacy policy which incorporates these goals.

## Website Visitors

Like most website operators, CFA Sweden collects non-personally-identifying information of the sort that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request. Our purpose in collecting non-personally identifying information is to better understand how our visitors use our website. From time to time, CFA Sweden may release non-personally-identifying information in the aggregate, e.g., by publishing a report on trends in the usage of its website.

CFA Sweden also collects potentially personally-identifying information like Internet Protocol (IP) addresses for logged in users and for users leaving comments on WordPress.com blogs. CFA Sweden only discloses logged in user and commenter IP addresses under the same circumstances that it uses and discloses personally-identifying information as described below, except that blog commenter IP addresses and email addresses are visible and disclosed to the administrators of the blog where the comment was left.

## Gathering of Personally-Identifying Information

Certain visitors to CFA Sweden's websites choose to interact with CFA Sweden in ways that require CFA Sweden to gather personally-identifying information. The amount and type of information that CFA Sweden gathers depends on the nature of the interaction. For example, we ask visitors who sign up at LinkedIn to provide a username and email address. Those who engage in transactions with CFA Sweden are asked to provide additional information, including as necessary the personal and financial information required to process those transactions. In each case, CFA Sweden collects such information only insofar as is necessary or appropriate to fulfill the purpose of the visitor's interaction with CFA Sweden. CFA Sweden does not disclose personally-identifying information other than as described below. And visitors can always refuse to supply personally-identifying information, with the caveat that it may prevent them from engaging in certain website-related activities.

## Aggregated Statistics

CFA Sweden may collect statistics about the behavior of visitors to its websites, for instance to help identify spam. CFA Sweden may display this information publicly or provide it to others. However, CFA Sweden does not disclose personally-identifying information other than as described below.

## Protection of Certain Personally-Identifying Information

CFA Sweden discloses potentially personally-identifying and personally-identifying information only to those of its employees, contractors and affiliated organizations that (i) need to know that information in order to process it on CFA Sweden's behalf or to provide services available at CFA Sweden's website, and (ii) that have agreed not to disclose it to others. Some of those employees, contractors and affiliated organizations may be located outside of your home country; by using CFA Sweden's websites, you consent to the transfer of such information

to them. CFA Sweden will not rent or sell potentially personally-identifying and personally-identifying information to anyone. Other than to its employees, contractors and affiliated organizations, as described above, CFA Sweden discloses potentially personally-identifying and personally-identifying information only in response to a subpoena, court order or other governmental request, or when CFA Sweden believes in good faith that disclosure is reasonably necessary to protect the property or rights of CFA Sweden, third parties or the public at large. If you are a registered user of an CFA Sweden website and have supplied your email address, CFA Sweden may occasionally send you an email to tell you about new features, solicit your feedback, or just keep you up to date with what's going on with CFA Sweden and our products. We primarily use our various product blogs to communicate this type of information, so we expect to keep this type of email to a minimum. If you send us a request (for example via a support email or via one of our feedback mechanisms), we reserve the right to publish it in order to help us clarify or respond to your request or to help us support other users. CFA Sweden takes all measures reasonably necessary to protect against the unauthorized access, use, alteration or destruction of potentially personally-identifying and personally-identifying information.

## **Cookies**

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. CFA Sweden uses cookies to help identify and track visitors, their usage of CFA Sweden website, and their website access preferences. CFA Sweden visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using CFA Sweden's websites, with the drawback that certain features of CFA Sweden's websites may not function properly without the aid of cookies.

## **Business Transfers**

If CFA Sweden, or substantially all of its assets, were acquired, or in the unlikely event that CFA Sweden goes out of business or enters bankruptcy, user information would not be one of the assets that is transferred or acquired by a third party.

## **Ads**

Ads appearing on any of our websites may be delivered to users by advertising partners, who may set cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement to compile information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. This Privacy Policy covers the use of cookies by CFA Sweden and does not cover the use of cookies by any advertisers.

## **Comments**

Comments and other content submitted to our anti-spam service are not saved on our servers unless they were marked as false positives, in which case we store them long enough to use them to improve the service to avoid future false positives.

## **Privacy Policy Changes**

Although most changes are likely to be minor, CFA Sweden may change its Privacy Policy from time to time, and in CFA Sweden's sole discretion. CFA Sweden encourages visitors to frequently check the society web page for any changes to its Privacy Policy. Your continued use of this site after any change in this Privacy Policy will constitute your acceptance of such change.



Peder Du Rietz  
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