

**THE PCA EMAIL CAMPAIGN PRIVACY STATEMENT**  
**August 19, 2024**

1. **Introduction.** Welcome to the PCA! We value your privacy and are committed to protecting your personal information. This Privacy Statement explains how we collect, use, and safeguard your data when you subscribe to our email campaign.
2. **Information We Collect.** When you sign up for our email campaign, we may collect the following information: name, email address, and any other information you provide voluntarily.
3. **Usage Data.** We may collect information on how you interact with our emails, including open rates and click-through rates.
4. **How We Use Your Information.** We may use your personal information to communicate to you (a) information related to the PCA and the Chiropractic profession; (b) promotional and marketing offers for goods and services including continuing education; and (c) schedules of events including PCA Convention; (d) surveys; and (e) calls to action. The PCA will also use your personal information to analyze the effectiveness of our email campaigns, to enhance your experience, and to tailor our communications to better match your interests and preferences.
5. **How We Protect Your Information.** We implement a variety of security measures to ensure the safety of your personal information. This includes data encryption to protect your information during transmission; limiting access to your data to authorized personnel only; and conducting regular security audits to identify and address vulnerabilities.
6. **Sharing Your Information.** We do not sell, trade, or otherwise transfer your personal information to outside parties, except that we may share your information with trusted third-party service providers who assist us in managing and executing our email campaigns, under strict confidentiality agreements; or if required by law or in response to legal processes.
7. **Opt-Out.** You can unsubscribe from our email list at any time by clicking the " \_\_\_\_\_ " link in our emails or contacting the PCA directly.
8. **Update Information.** You can update your personal information by following the instructions provided in our emails or by contacting us.
9. **Third-Party Links.** Our emails may contain links to third-party websites. We are not responsible for the privacy practices of these external sites. We encourage you to review their privacy policies before providing any personal information.
10. **Changes to This Privacy Statement.** We may update this Privacy Statement from time to time. Any changes will be posted on our website with the updated effective date. We encourage you to review this statement periodically to stay informed about how we protect your information.
11. **Contact Us.** If you have any questions or concerns about this Privacy Statement or our data practices, please contact us at [717-232-5762](tel:717-232-5762) or [pca@pennchiro.org](mailto:pca@pennchiro.org).