



The American Art Therapy Association –Privacy Policy

Updated 2019

The American Art Therapy Association (AATA) is committed to protecting the rights of all our visitors. We recognize our obligation to keep sensitive information secure and have created this Privacy Policy to share our information gathering and dissemination practices for this website. This Policy governs all forms of Personal Data collected by the AATA whether electronic, written or oral.

Herein “Personal Data” refers to any information that can be used to identify you or is information that can be linked to you as an individual such as name, email, member ID, or location, or any piece of information related to your identity, such as demographic information.

By visiting www.arttherapy.org, logging into [MyAATA](#), accessing online resources provided by the AATA, or providing your information to us, you acknowledge that you have reviewed and understood our Privacy Policy.

Cookies

To provide better service and a more effective website, sections of this site may use "cookies" as part of our interaction with your browser. A cookie is a small text file (typically only a few bytes) that we place on your hard drive to allow our server to identify your computer. Our cookies will not attempt to read any information on your hard drive, and we do not combine information collected through cookies with other personal information to determine your identity or your email address.

AATA may use cookies in order to collect certain information about you, such as IP addresses (the Internet address of a computer), domain names (e.g., whether you are logged on from a .com, .gov, or .edu domain) and the type of computer and operating system being used. We may also use cookies to identify your computer when you revisit our website or to recall your authentication information. AATA may collect such information in order to better operate the website so as to enhance your experience while using the website. You have the option of setting your computer to disable cookies or to alert you when cookies are being used. If you choose to disable cookies, please be aware that portions of the website may not function properly.

How we collect personal data

By becoming an AATA member, you give consent for the AATA to send you information and communications related to AATA membership, events, and news.



Those seeking to connect with the AATA can do so through our online [Contact Us](#) form or by direct email to the National Office. Your name and a valid email address are required for submission so that we can respond to your inquiry.

Membership

We require the collection and processing of the following pieces of information as a requirement for becoming an AATA member:

- First and last name
- Email address
- Physical address
- Art therapy credentials

The following pieces of information are also collected from members by the AATA, but are not required to purchase AATA membership or to access member resources, benefits, and communications. They are disclosed by the AATA member via online or paper application:

- Personal demographics
- Employment history
- Professional licenses
- Educational history
- Languages spoken

Conference

When you register for an AATA conference, you are required to submit the following pieces of information:

- First and last name
- Email Address
- Physical Address

By submitting a conference proposal, you are giving consent for AATA to send you information related to the proposal submission process.

Google Analytics

The AATA pulls information through Google Analytics in order to monitor traffic to our public website. This enables us to understand how visitors use and access pages on our site and to improve online user experience.

AATA does not knowingly collect or use any Personal Data from users under 13 years of age.



Who controls and processes my data

The AATA acts as both controller and processor of personal data.

AATA as Processor

Your data is processed by employees of the AATA whose employment manual includes a clause on their duty to maintain confidentiality when processing data.

AATA as Controller

Data related to membership, annual conference registration, and continuing education are stored in online databases that are password-secured. The AATA determines how data stored in those databases are extracted and used.

Where your data is stored

The AATA uses multiple platforms to store personal data. Membership information is stored and processed through iMIS and Higher Logic. Conference data is stored and processed through X-CD. Continuing education history is stored through BlueCloud.

The AATA is based in the United States but offers international memberships and sends communications to individuals located abroad. If you are visiting the AATA's website from outside of the United States, please be aware that your information may be stored and processed on servers located in the United States.

How we use and share Personal Data

The AATA does not sell membership lists or contact information to third-parties. The AATA may share personal contact data to partner organizations in order to provide information about or access to services and benefits that are part of AATA membership and engagement.

Payment Processors

The AATA uses the following payment processors to enable online payment for AATA services such as online membership payment and conference registration:

- PayPal
- Authorize.net.

Partners

The extent and purpose for sharing data with some of our partner organizations are outlined below:



Taylor & Francis: The AATA shares members' email and physical address information quarterly in order to provide online access to *Art Therapy: Journal of the American Art Therapy Association* and physical mailed copies of the publication.

HPSO: The AATA shares physical address information to provide information about professional and student liability insurance coverage.

Naylor: The AATA shares members' email address information to subscribe them to *Art Therapy Today*, the AATA's bi-weekly e-newsbrief.

Constant Contact: The AATA shares email address information in order to send large-scale communications to members. The contact lists are deleted after emails are sent.

AATA may provide personal information to third party agents that have been hired to help provide a requested good or service. Unless directed otherwise at the time of collection, we may also share collected personal information with other third parties who may have information or services that we believe could be helpful to members or visitors. Visitors may opt-out from the sharing of collected information by contacting us.

AATA reserves the right to disclose without notice any information in its possession if required to do so by law, to protect or defend AATA's rights or property, or to respond to an emergency.

Third-party ad networks and opting out

We may work with third-party advertising companies, such as Naylor, who may utilize cookies and web beacons, and data collected on our services, to customize advertisements to you on our site, as well as on other websites or mobile applications outside of the AATA's platforms.

Some of these ads are online behavioral advertising, which uses non-personal behavioral information to provide advertisements to you for products and services in which you might be interested. Behavioral information refers to data collected about user action and engagement online; it does not include tracking personal, identifiable data.

These ads may contain cookies that allow monitoring of websites and mobile applications (including our own services) and your response to such advertisements. Cookies or web beacons placed by these companies do not collect personal information, and the third-party advertising companies do not have access to or use your name, address, e-mail address, telephone number or other personal information through this method of tracking. They may however, anonymously track your usage across our services and other websites or mobile applications in their networks.



For more information about third-party advertising companies' privacy policies, visit the Network Advertising Initiative's [website](#) or the Digital Advertising Alliance [website](#). If you prefer to not receive targeted advertising, you can opt-out of network advertising programs that use your information via the Network Advertising Initiative's [opt-out page](#).

Our security measures to protect your data

We are committed to taking reasonable efforts to secure the information that you choose to provide us, and we use a variety of security procedures to help protect against unauthorized access to or alteration, disclosure, or destruction of data.

This site has security measures in place to protect the information you provide us. We encrypt information that is deemed sensitive (such as credit card numbers) or data that must remain secure to meet legal requirements.

We restrict access to data to our employees, contractors and servicers who need to know the information to operate, develop, or improve our services. Unfortunately, no transmission of data over the Internet can be guaranteed to be 100% secure. Accordingly, and despite our efforts, AATA cannot guarantee or warrant the security of any information you transmit to us, or to or from our online services. AATA has no responsibility or liability for the security of information transmitted via the Internet.

External links

This Privacy Policy only addresses AATA's use and disclosure of your Personal Data. The website may contain links to other websites, so please be aware that we are not responsible for the privacy practices of other websites, and we are not liable for their misuse of Personal Data. We encourage you to be aware that when you go to another website you should carefully read their privacy policy. Links to other sites do not imply AATA's endorsement of the products or services, or privacy or security practices of those websites.

How we dispose of your data

Paper membership forms and other applications sent to the AATA National Office are stored in a locked office and shredded when no longer in use.

Controlling your online member profile and privacy settings

AATA acknowledges that you have the right to access your Personal Data. In case you request us to remove data, we will respond within a reasonable timeframe.

AATA members have access to an online Member Directory that displays member name, city, and state by default. Each member can adjust what information is displayed



on the Member Directory by logging in to their [MyAATA](#) profile and adjusting their Privacy Settings under the “My Account” tab.

Opting out

If you prefer not receive email marketing messages or communications from the AATA, please click “Unsubscribe” at the bottom of email communications, or by contacting us at info@arttherapy.org.

Modifications

We may amend this Privacy Policy from time to time without prior notice. If we decide to change this Privacy Policy, we will post those changes on our home page so our users are always aware of what information we collect, how we use it, and under what circumstances we disclose it, so please review it periodically.

Your continued use of our website will be deemed to be your agreement to the changed terms.

How to contact us

For any questions related to the AATA or your data in relation to the AATA, please email info@arttherapy.org or visit our [Contact Us](#) page.