



## General Data Protection Regulation

(Applicable to users in the European Union)

This General Data Protection Regulation (GDPR) Privacy Policy applies to those in the European Union (EU) who are BACB website or service users (such as, applicants and certificants). The BACB reserves the right to update this Policy from time to time.

### What Information May the BACB Collect

The BACB may collect the following information from BACB website users and those communicating with BACB personnel:

- Information available to the BACB through [Google Analytics](#) relating to the internet protocol (IP) address you use to access the [BACB website](#) and [Gateway](#). This may include the collection and analysis of cookies;
- Your BACB Gateway login information, Uniform Resource Locator (URL) and browser operating system/platform;
- Your website use and download history (pages you visited, length of time on any page, any errors or download issues encountered). This may include anonymous statistical data about your browsing history;
- Information you voluntarily submit to the BACB via the website, the Gateway, email, telephone, facsimile, in-person, and in writing. Examples of such information may include, but are not limited to:
  - email addresses, telephone numbers, and other contact information you voluntarily provide to the BACB
  - any number you use to call the BACB
  - applications and supporting documentation necessary for you to be certified or to renew certification
  - applications to sit for an examination
  - email or written correspondence to BACB designated addresses
  - verbal communications between you and BACB personnel
  - applications and supporting documentation for other BACB services, such as, becoming an approved continuing education provider or a verified course sequence contact
  - inquiries about the status of an application you have submitted to the BACB
  - documentation of ethical compliance, including, required information that you report to the BACB



- notices of alleged violation and related correspondence (responses to notices, outcomes of investigations)
- listserv correspondence
- Information you submit to a BACB vendor (processor), such as, information provided to the BACB's testing vendor in order to register for the examination; and
- Information collected by a BACB vendor, such as, biometric information required for your admission to a BACB secure testing site.

## **Why the Information is Collected**

The BACB collects this information for purposes of:

- processing your application or administering an examination to you
- maintaining or renewing your credential
- offering related services
- assessing the accessibility and user-related preferences of our website and Gateway

## **Security**

The BACB adheres to customary industry practices to ensure the security of information that you provide to the BACB and information about you that is collected by the BACB. This includes, firewall protocols, staff training, and independent audits to help identify any unknown vulnerabilities. Since you may communicate with the BACB via the internet, we are unable to warrant or guaranty the security of transmissions of information to or from the BACB via the internet. You communicate with the BACB at your own risk.

## **How the Information is Retained**

Except for information available via Google Analytics, the BACB retains information you provide to the BACB as follows:

- initial and renewal applications certification/credential, continuing education providers, verified course sequence, and related correspondence— up to seven (7) years following the conclusion of your status with the BACB as an applicant, certificant, credential holder, verified course sequence, or approved continuing education provider



- disciplinary case history – up to seven (7) years following the conclusion of the case or expiration of your credential with the BACB, whichever is later
- listserv participation – up to fourteen (14) years following the closure of the list

The information may be retained on the BACB’s servers or the servers of BACB vendors, such as, the approved testing administrator.

### Cookies

Cookies are essential for the BACB to use the Google Analytics service identified above. Information about the cookies the BACB collects and their duration is available directly from [Google Analytics](#).

### Disclosure of Your Information

The BACB requires all certificants, approved continuing education providers, verified course sequences, and individuals with a disciplinary history to be listed on the BACB website. When you request a service from the BACB, such as, to become certified, credentialed, approved, or verified, you consent to such publication on the BACB’s website.

Additionally, in order to process your application, the BACB may need to provide information about you to certain BACB vendors (processors). These include, but are not limited to:

Entity Name	Entity Type	Entity Location
A2 Hosting	Web hosting platform	United States
Active Campaign	Marketing automation platform	United States
Braintree	Credit card payment processor	United States
Google Analytics	Analyzing the browsing behavior of our users and visitors	United States
MailChimp	Marketing automation platform	United States
MailerLite	Marketing automation platform	Lithuania
Microsoft Azure	Cloud service provider	United States
Oracle NetSuite	Cloud service provider	United States
Pearson VUE	Testing vendor	United States



The BACB reserves the right to transfer your information to third-parties (other processors) in the event of the following:

- the BACB is legally required to share the information with a third party, such as, under subpoena
- the BACB has committed to sharing the information, such as, disclosure of disciplinary matters to regulators
- the BACB transfers BACB business functions to a third-party
- the BACB is acquired by a third-party

Even if you delete your account, keep in mind that the deletion by the BACB's third-party providers may not be immediate and that the deleted information may persist in backup copies for a reasonable period of time.

### **Exercise of your rights under the GDPR**

The rights afforded you by the GDPR are listed on the [Information Commissioner's Office website](#). If you believe any of your information that the BACB retains is in error, you may request access to the information, modification of how the BACB uses your information, updating and/or removal of the information. You may [contact us online](#) to make a request under the GDPR. You may opt out of receiving optional emails (such as, promotions for educational events) from the BACB by following the instructions in those emails. If you opt out, the BACB may still send you non-promotional emails, such as those about your account or our ongoing business relations.