



Privacy Policy

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Professional Assist Corporation, DBA Associated Bodywork & Massage Professionals, and including subsidiaries Associated Skin Care Professionals, Associated Hair Professionals, and Associated Nail Professionals (collectively "**ABMP**," "**we**," "**our**," "**us**") recognizes the significance and importance of your Personal Information (as defined below) and online security and is committed to ensuring the Personal Information you share on our websites is handled carefully and with consideration. To that end, we have created the following Privacy Policy that describes (a) how we collect, use, retain, share, or otherwise process your Personal Information and (b) your rights regarding your Personal Information and how to exercise those rights. Websites include abmp.com, abmpmembers.com, ahppmembers.com, anpmembers.com, ascpskincare.com, ascpmembers.com, associated-professionals.com, associatedhairprofessionals.com, massagetherapy.com, nailprofessional.com, and respectmassage.com.

This Privacy Policy may be modified from time to time. The date this Privacy Policy was "last modified" is at the top of this page. If we make a material change to this Privacy Policy, we will publish the updated [Privacy Policy page](#). We advise you to frequently check this Privacy Policy for any changes. We may also provide notice of such changes to you in other ways, at our discretion, such as by displaying a notification banner on the homepage of our website or by emailing you at the email we have on file for you.

This Privacy Policy applies to Personal Information we collect, use, disclose, and secure when you use our website or services (collectively, the "**Services**"). As used in this Privacy Policy, "**Personal Information**" means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or their household.

If you are a U.S. resident, you may have additional rights concerning your Personal Information under applicable state privacy laws. Please see our U.S. Specific Disclosure to learn more about your rights.

What Personal Information Do We Collect?

We may collect Personal Information about you, meaning information that can uniquely identify you, from various sources, such as:



- Directly from you when you use the Services, such as when you register for an account, access certain features or content, or order products; and
- From third parties such as our subsidiaries, affiliates, service providers, business partners, and other third parties.

The Personal Information we may collect about you may include, without limitation:

- Contact information, such as name, postal address, email address, and phone number;
- Demographic information, such as age, gender, and job information;
- Communications information, such as your feedback or contact with our customer service;
- Professional credentials information, such as information related to your professional qualifications, including but not limited to training certificates, continuing education records, state licensing information, professional certifications, and related documentation required for membership verification and professional standing;
- Login information, such as username and password; and
- Payment and financial details, such as payment card number, expiration date, authentication code, billing address, and bank account number.

When you use the Services, we may also collect certain Personal Information by automated means, such as cookies, log files, pixel tags, software development kits, and other client-side or server-side automatic data tracking technologies. We may use such automatic data tracking technologies to collect certain information about your equipment, browsing actions, and patterns, including the following types of information:

- **Device Data.** Data when you interact with the Services such as technical data about your device including your IP address; unique identifiers and device type; domain, browser type, version, and language; operating system and system settings; and similar device data.
- **Usage Data.** Data about your visits to and usage of our Services including: usage details (i.e., date/time/duration on a given webpage), traffic data, logs, general location and time zone based on your IP address, heat maps that show where your mouse is on a webpage, other communication data and the resources that you access and use on the Services, and navigation paths within the webpages. This data may include links clicked, webpage views, searches, features used, items viewed, or time spent on the Services.



The automatic tracking technologies we may use include the following:

- Cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate settings on your browser. However, if you select this setting, you may be unable to access certain parts of our Services. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Services.
- Flash Cookies. Certain features of our Services may use locally stored objects (or flash cookies) to collect and store data about your preferences and navigation to, from, and on our Services. Flash cookies are not managed by the same browser settings as are used for browser cookies.
- Log Files. Log files are software-generated files containing data about the operations, activities, and usage patterns of an application, server, or IT system, such as what was done and at what time.
- SDKs. A software development kit represents a consolidated package of pre-existing code, enhancement tools, and guidance documents that can be installed and used to develop applications for a particular digital asset. SDKs allow our partners to directly extract data from our Services. The data collected has numerous applications including offering us insightful analytics about our Service's usage, enabling social media incorporation, introducing new attributes or capabilities to our Services, or assisting in tracking and enhancing the efficacy of our online advertisements.
- Web Beacons. Pages of our websites may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or for other related webpage statistics (for example, recording the popularity of certain webpage content and verifying system and server integrity).

The information we collect through automated tracking technologies helps us to improve and personalize our Services, including by enabling us to identify and authenticate members. To the extent that such information is considered Personal Information by applicable laws or that we associate it with Personal Information, we will treat it in accordance with this Privacy Policy.

How is the Personal Information Used?

We may use Personal Information we obtain about you to:

- Process orders you place and complete other transactions you have requested using the Services, and provide you with products and services you request;



- Send you information or materials you request;
- Provide member directory services, facilitate professional networking, verify member status for third parties when requested and authorized, and enable members to connect with other professionals in their field while respecting privacy preferences you have set;
- Occasionally rent our postal mailing list to trusted mailing houses for the purpose of sending physical marketing communications. These mailings may promote our products or services, or those of carefully vetted partners. Your information is never provided directly to third-party marketers. Mailing houses are permitted to use the information solely to perform the mailing and are contractually prohibited from retaining, sharing, or using the data for any other purpose.
- Maintain a record of your purchases and other transactions using the Services;
- Respond to your questions and comments and provide customer support;
- Communicate with you about our products, services, offers, and promotions, including to send advertising or marketing communications (including targeted advertisements) about products or services offered by us and others, and provide news and information that we believe may be of interest to you, and to analyze and enhance our marketing communications and strategies;
- Operate, evaluate, and improve our business and the products and services we offer;
- Analyze and enhance our marketing communications and strategies;
- Analyze trends and statistics regarding use of the Services and transactions conducted using the Services;
- Protect against and prevent fraud, unauthorized transactions, claims, and other liabilities, and manage risk exposure, including by identifying potential hackers and other unauthorized users;
- Identify and debug errors that impair the existing intended functionality of our Services;
- Facilitate corporate transactions—e.g., in anticipation of or in connection with a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which the data held by us is among the assets transferred;



- Track and verify continuing education requirements, maintain records of professional development activities, generate compliance reports for licensing authorities when required by law or professional regulations, and provide documentation needed for license renewal or professional certification maintenance;
- Enforce our [Terms of Use](#) and other agreements; and
- Comply with applicable legal requirements and industry standards.

We also may use the Personal Information we obtain about you in other ways for which we provide specific notice at the time of collection. As part of these purposes, your Personal Information may be processed using artificial intelligence technologies.

Notwithstanding any other statement in this Privacy Policy, if we collect your phone number with consent to communicate with you via text messages, we will only do so for the purpose provided at the time you consented.

With Whom is the Personal Information Disclosed?

We may disclose aggregated information about our members, and information that does not identify any individual member, without restriction. We may disclose Personal Information about you:

- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep Personal Information confidential and use it only for the purposes for which we disclose it to them;
- To law enforcement or other third parties to comply with any court order, law, or legal process, including to respond to any government or regulatory request;
- To professional advisors, such as lawyers, bankers, auditors, and insurers, where necessary in the course of the professional services that they render to us;
- To third parties in anticipation of, or in connection with, a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which data held by us is among the assets transferred.
- To licensing and regulatory authorities such as state licensing boards, professional regulatory bodies, or other authorities when required by law, professional regulations, or to verify compliance with professional standards;



- To third parties to provide analytics services regarding the Services such as assisting us to estimate our audience size and our audiences usage patterns by tracking certain data such as pages viewed, time spent on pages, links clicked, and conversion data through Automatic Tracking Technologies. We engage third parties to provide analytics services, serve advertisements, and perform related services across the web and in mobile applications. These entities may use Automatic Tracking Technologies to collect data about your use of the Services, and on other third-party digital assets, including your IP address and other identifiers, web browser network information, pages viewed, time spent on pages or in mobile applications, links clicked, and conversion data. These third parties may use this data to deliver advertisements that are more relevant to you across the web and in mobile applications, to analyze and track data, determine the popularity of certain content, and better understand your online activity. These activities may constitute “targeted advertising,” “sharing,” or “selling” under certain laws. For information on opting out of having your data used for these purposes, please see the Your Choices About Your Data section below;
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of ABMP, our members, or others; and
- To other third parties with your consent.

We also reserve the right to transfer your personal information to a buyer or other transferee in the event of a merger, divestiture, restructuring, reorganization, dissolution, sale, or other transfer of some or all of our assets. Should such a sale, merger, or transfer occur, we will use reasonable efforts to direct the transferee to use your personal information in a manner that is consistent with our Privacy Policy.

How Secure is your Personal Information?

We have implemented measures designed to secure your Personal Information from accidental loss and unauthorized access, use, alteration, and disclosure. We recognize that professional licensing information, continuing education records, and related professional data may be subject to additional regulatory requirements. We handle such information in accordance with applicable professional standards, state licensing regulations, and industry best practices, in addition to the privacy protections described in this Privacy Policy.

The safety and security of your Personal Information also depend on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Services, you are responsible for keeping this password confidential. Do not share your password with anyone.



Unfortunately, the transmission of data via the Internet is not completely secure. Although we use reasonable efforts to protect your Personal Information, we cannot guarantee the security of your data transmitted to our Services. Any transmission of data is at your own risk. We are not responsible for the circumvention of any privacy settings or security measures contained in the Services.

Retention of your Personal Information

We may retain your Personal Information for as long as we need it to provide you with the Services. If you ask us to delete your Personal Information or if you have an account with us, and you delete your account, there may be some latency in deleting this data from our servers and back-up storage, and some data may not be completely removed from our logs and other records. In addition, we may retain this data if necessary to comply with our legal obligations, resolve disputes, or enforce our agreements.

When we process Personal Information, we determine the retention period taking into account various criteria, such as the type of Services provided to you, the nature and length of our relationship with you, the impact on our Services we provide to you if we delete some data from or about you, and mandatory retention periods provided by law.

Your Choices About Your Personal Information

We strive to provide you with choices regarding the Personal Information you provide to us. Below are options for your Personal Information.

Accessing, Correcting, and Deleting Your Personal Information

You can review and change the personal information associated with your account by logging into your account and visiting your account profile page. You may also [send us an email](#). We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Automatic Tracking Technologies

We and other third parties may use automatic tracking technologies on the Services. This Privacy Policy does not apply to these third-party automatic tracking technologies because we do not control the data collected by them.



You may be able to block or disable automatic tracking technologies on your device at any time by changing your preferences or options menus in your browser. You may also be able to reject or delete the automatic tracking technologies that are stored on your device. However, blocking, disabling, or deleting automatic tracking technologies may result in some parts of the Services being inaccessible or not functioning properly.

Each browser provides different mechanisms for managing automatic tracking technologies. Look at your browser's "Help" menu to determine the best way to modify your browser's automatic tracking technologies storage. You can usually find these settings in the "Options" or "Preferences" menu of your browser. You can use the "Help" or similar option in your browser for more details.

[Click here to specifically find out more about cookies, including how to see what cookies have been set and how to block and delete cookies.](#)

The Services also use Google Analytics, which uses cookies or other Automatic Tracking Technologies to help us analyze how users interact with and use the Services, compile reports on activity, and provide other services related to activity and usage. Google Analytics may collect information such as your IP address, time of visit, whether you are a return visitor, and referring website. Click to learn more about how [Google Analytics collects and processes data](#). Click here for more information on [how to opt out of Google Analytics tracking](#) across all websites you use.

Targeted Advertising

We work with certain Analytics and Advertising Providers, as described in the With Whom Is The Personal Information Disclosed section above, and allow these Analytics and Advertising Providers through our Digital Assets to place Automatic Tracking Technologies on your browser or device to collect data about you. The data they collect may be associated with your personal data or they may collect data, including personal data, about your online activities over time and across different websites and other online services. They may use this data to provide you with interest-based (behavioral) advertising or other targeted content. We do not control these third parties' Automatic Tracking Technologies or how they may be used.

Some of our Analytics and Advertising Providers may be members of the Network Advertising Initiative ("NAI") and/or are subject to the Self-Regulatory Principles for Online Behavioral Advertising published by the Digital Advertising Alliance ("DAA"). You can obtain more information about these companies' information-collection practices and opt out of receiving interest-based advertising from participating [NAI](#) and [DAA](#) sites. In addition, your mobile device settings may provide the functionality to limit our, or our



partners', ability to engage in ad tracking or targeted advertising using the Google Advertising ID or Apple ID for Advertising associated with your mobile device.

If you opt out of targeted advertisements, you will still see advertisements online, but they may be less relevant to you. Please note that we may also work with companies that do not participate in the opt-out mechanisms described above. Even after using these opt-out mechanisms, you may receive targeted advertising from other companies. We do not control these third-party opt-out links and we do not control whether our advertising partners participate in these programs. We are not responsible for any choices you make using these programs or links or their continued availability or accuracy.

Do Not Track Signals

Some web browsers (including Safari, Internet Explorer, Firefox, and Chrome) incorporate a "Do Not Track" ("DNT") or similar feature that signals to websites that a user does not want to have his or her online activity and behavior tracked.

Please note that we do not recognize or respond to any signal which your browser might transmit through the DNT feature your browser might have. If you wish to disable Automatic Tracking Technologies on our Digital Assets, you should not rely on any "DNT" feature your browser might have.

Promotional Communications

If you do not want us to use your contact information to promote our own products or services, you can opt out by logging into your account and adjusting your member preferences in your account profile or by [sending us an email stating your request](#). If you have received a promotional email from us, you can also opt out of receiving future promotional emails from us by following the unsubscribe instructions contained in such email.

Links to Other Third-Party Digital Assets

We may provide links to digital assets such as websites or applications of services that we do not own or operate. Those links are provided for your convenience. If you follow the link and visit those third-party digital assets, they too may collect data about you. We do not own or control any third-party digital assets, and we are not responsible for the practices employed by third-party digital assets linked to or from our Services. We recommend that



you review the privacy notices of other third-party digital assets before authorizing third-party access to your Personal Information.

Children Under Age 13

The Services are not directed to, and ABMP does not knowingly collect or solicit personal information from, children under the age of 13. If we learn we have collected or received personal information from a child under the age of 13, we will delete that information. If you believe we might have any information from or about a child under the age of 13, [please email us](#).

Disabilities

This Privacy Policy is available to consumers with disabilities.

Data Transfers

ABMP is based in the State of Colorado in the United States. When we obtain information about you, we may transfer, process, and store such information outside of the country in which you reside, including in the United States. By using the Services, you consent to the transfer to and processing and storage of your information in countries outside of your country of residence, which may have different data protection laws than those in the country where you reside.

Questions and Comments

The Services are operated by Associated Bodywork & Massage Professionals, Inc., 25188 Genesee Trail Road, Suite 200, Golden, Colorado 80401.

All other feedback, comments, requests for technical support, and other communications relating to the Services should be [emailed](#).