



AGENDA
Strategic Affairs Committee
January 19, 2023 11:00am - 12:00pm

1. Introductions and Agenda Review
2. Strategic Planning 2017-20
 - 2017-20: 2022 Close out
 - 2023-2025: Implementation (Attachment 1)
3. Procedures Manual
 - Draft Privacy Policy update (Erin, Jacob, Scott, FASS) (Appendix 1)
 - Board charge: the Strategic Affairs Committee will review drafted language for the AAFCO Privacy Policy and consult with the Attorney to come up with a proposed policy and report back to the Board of Directors.
 - Draft developed with assistance from FASS and legal. Counsel provided suggestions to bring into compliance with GDPR
 - Work Group: Erin, Jacob (Technology Comm. Rep), Scott, FASS rep
 - Identify placement in Procedures Manual.
 - Update:
4. Other business
 - Update/clarify Procedures Manual including linkage with By-Laws and Official Publication (expanded from Secretary-Treasurer description update) (Appendix ??)
 - The WG will:
 - Focus on defining what information is maintained in each of the three. Reduce overlap and duplication. Consideration should be given to minimizing OP content respecting procedures that could be placed in the PM. This would help manage the size of the OP.
 - Conduct fulsome review/update; include consideration of how the PM is managed (information storage; format; maintenance)
 - Work Group: Ashlee-Rose, Kent, By-Laws SC, Linda, Stan
 - Timing: Develop plan by Annual and updates/report out by Midyear 2023
 - Resolutions Policy Guidance (Hollis, Stan, Erin, Ashlee-Rose)(Appendix ??)
 - Develop guidance on drafting resolutions (WG) and implementation (CIOC/Philosophy?)
 - Timeline: Guidance and implementation recommendations for Annual 2022
5. New business
 - Reimbursement Policy
 - Board charge: With the potential for the mileage rate to change, moving forward we reimburse for the higher of the 2 rates whenever the implementation date of a rate change occurs during an approved travel. Implement the proposed mileage reimbursement policy for when there is a rate change until such time that the new policy is published. Additional request: that it be noted that we would allow for reimbursement matching member agency rules when applicable.



Responsible	Item	Action	Timing / Status
WG: Ashlee-Rose, Kent, + By-Laws Sub Committee, Linda, Stan	Procedures Manual/By-Laws/Official Publication update	Update/clarify Procedures Manual including linkage with By-Laws and Official Publication (expanded from Secretary-Treasurer description update) then proceed with ST, ED and AMF review	Draft plan by Midyear 2023 with goal of finalization Annual 2023
WG: Erin, Jacob (Technology Comm. Rep), Scott, FASS rep	Privacy Policy	Restarting with AAFCO's legal counsel who have a template and will continue working with FASS on drafting. Have added Mocaworks/Tribe to include their comments.	Anticipate document for Midyear 2023.
WG: Stan, Erin, Hollis, Ashlee-Rose	Resolutions Policy	Review AFDO policy and consider for AAFCO; Draft policy developed for discussion Midyear 2022	Policy Complete; Draft guidance to develop and implement resolutions at Midyear 2023.



PRIVACY POLICY (DRAFT)

Effective as of October 19, 2022

INTRODUCTION

The Association of American Feed Control Officials (“AAFCO,” “we,” “our,” or “us”) respects the privacy of your information. This Privacy Policy is designed to assist you in understanding how we collect, use and safeguard the information you provide to us in using our website (“Site”) and the services provided through our Site (the “Services”).

From time to time, we may change this Privacy Policy. If we do, we will post an amended version on this webpage. Please review this Privacy Policy periodically.

This Privacy Policy covers the following topics:

1. [COLLECTING AND USING INFORMATION](#)
2. [COOKIES AND OTHER TRACKING TECHNOLOGIES](#)
3. [THIRD PARTY PROCESSORS](#)
4. [“DO NOT TRACK” SIGNALS](#)
5. [CHOICES ABOUT YOUR PERSONALLY IDENTIFIABLE INFORMATION](#)
6. [SECURITY](#)
7. [THIRD PARTY LINKS](#)
8. [CHILDREN’S PRIVACY](#)
9. [NOTICE TO NEVADA RESIDENTS](#)
10. [NOTICE TO CALIFORNIA RESIDENTS](#)
11. [HOW TO CONTACT US](#)

1. COLLECTING AND USING INFORMATION

Personally Identifiable Information We Collect Online

We collect Personally Identifiable Information from you through your use of the Site and Services. “Personally Identifiable Information” is individually identifiable information about an individual consumer that we collect online and that we maintain in an accessible form. We collect the following types of Personally Identifiable Information:

Information You Provide

We may collect the following Personally Identifiable Information that you voluntarily provide to us:

- *Create an Account.* To create an account, you will provide us with your name, job title, company name, physical address, phone number, email address, and you will create a username and password for future logins.
- *Purchase.* To make a purchase you will provide your name, physical address, phone number, email address, and credit card information. We use FASS Inc. to process payments. Please review FASS’s privacy policy [here](#).
- *Register for a Meeting or Event.* To register for a meeting or event, you will provide us with your name, physical address, and email address.
- *Contact Us.* To contact us or ask us a question, you will provide us with your name, email address, company name and title, and any other information you may choose to provide in your question.

Information as You Navigate Our Site



We automatically collect certain Personally Identifiable Information through your use of the Site and Services, such as the following:

- *Usage Information.* For example, your IP address, pages on the Site you access, the frequency of access, and what you click on while on the Site.
 - *Device Information.* For example, hardware model, operating system, application version number, and browser.
 - *Mobile Device Information.* Aggregated information about whether the Site is accessed via a mobile device or tablet, the device type, and the carrier.
 - *Location Information.* Location information from Site visitors on a city-regional basis.
- Third Party Information*

In some cases, we may receive certain Personally Identifiable Information from you about a third party. For example, to register for an event or meeting, you may provide the name, physical address, and email address of a third party. If you submit any Personally Identifiable Information about another individual to us, you are responsible for making sure that you have the authority to do so and to allow us to use their Personally Identifiable Information in accordance with this Privacy Policy.

How We Use Your Personally Identifiable Information

We use the Personally Identifiable Information we collect to provide the Services to you, to improve our Services and Site, and to protect our legal rights. In addition, we may use the Personally Identifiable Information we collect to:

- Process your account registration;
- Process and fulfill your order;
- Register you for a meeting or event;
- Contact you regarding our products, services, and events that we feel may be of interest to you;
- Communicate with you about our Site or Services or to inform you of any changes to our Site or Services;
- Provide support;
- Maintain and improve our Site and Services;
- Defend our legal rights and the rights of others;
- Efficiently maintain our business; and
- Comply with applicable law.

How We Share Your Personally Identifiable Information

We may share the information that we collect about you in the following ways:

- With our association management organization;
- With service providers who perform data or Site-related services on our behalf (e.g., email, hosting, maintenance, backup, analysis, membership management, etc.);
- To service providers to prepare, deploy and analyze advertising content;
- To the extent that we are required to do so by law;
- In connection with any legal proceedings or prospective legal proceedings;
- To establish, exercise, or defend our legal rights, including providing information to others for the purposes of fraud prevention;
- To any person who we reasonably believe may apply to a court or other competent authority for disclosure of that Personally Identifiable Information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that Personally Identifiable Information;



- To any other person or entity as part of any business or asset sale, equity transaction, merger, acquisition or in preparation for any of these events; and
- To any other person or entity where you consent to the disclosure.

2. COOKIES AND OTHER TRACKING TECHNOLOGIES

How We Use Cookies

Like many other companies, we use cookies and other tracking technologies (such as pixels and web beacons) (collectively, “Cookies”). “Cookies” are small files of information that are stored by your web browser software on your computer hard drive, mobile or other devices (e.g., smartphones or tablets).

We use Cookies to:

- Estimate audience size and usage patterns;
- Understand and save your preferences for future visits, allowing us to customize the Site and Services to your individual needs;
- Keep track of search engine results;
- Compile aggregate data about site traffic and site interactions to resolve issues and offer better site experiences and tools in the future; and
- Recognize when you return to the Site.

We set some Cookies ourselves and others are set by other entities. We use Cookies set by other entities to provide us with useful information to help us improve our Site and Services, to conduct advertising, and to analyze the effectiveness of advertising. For example, we use Cookies from Google, Microsoft and other similar companies.

How You Can Opt-Out of Cookies

When you first visit our Site, you will be presented with a banner which offers you choices about whether to accept or reject cookies or tracking technologies of different types. If you wish to change your preferences, you can do so by clicking here.

Browser Settings

Cookies can be blocked by changing your Internet browser settings to refuse all or some Cookies. If you choose to block all Cookies (including essential Cookies) you may not be able to access all or parts of the Site.

You can find out more about Cookies and how to manage them by visiting www.AboutCookies.org or www.allaboutcookies.org.

Platform Controls

You can opt out of Cookies set by specific entities by following the instructions found at these links:

- Google: <https://adssettings.google.com>
- Microsoft: <https://account.microsoft.com/privacy/ad-settings/>

Advertising Industry Resources

You can understand which entities have currently enabled Cookies for your browser or mobile device and how to opt-out of some of those Cookies by accessing the [Network Advertising Initiative’s website](#) or the [Digital Advertising Alliance’s website](#). For more information on mobile specific opt-out choices, visit the [Network Advertising Initiative’s Mobile Choices website](#).



Please note that these opt-out mechanisms are specific to the device or browser on which they are exercised. Therefore, you will need to opt out on every browser and device that you use.

Google Analytics

We use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics uses Cookies or other tracking technologies to help us analyze how users interact with the Site and Services, compile reports on their activity, and provide other services related to their activity and usage. The technologies used by Google may collect information such as your IP address, time of visit, whether you are a returning visitor, and any referring website. The technologies used by Google Analytics do not gather information that personally identifies you. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google's [privacy policies](#). To learn more about Google's partner services and to learn how to opt-out of tracking of analytics by Google, click [here](#).

Google reCAPTCHA

We use Google reCAPTCHA, a free service provided by Google, Inc., to protect our Site from spam and abuse. Google reCAPTCHA uses advanced risk analysis techniques to decipher humans and bots. Google reCAPTCHA works differently depending on what version is deployed. For example, you may be asked to check a box indicating that you are not a robot or Google reCAPTCHA may detect abusive traffic without user interaction. Google reCAPTCHA works by transmitting certain types of information to Google, such as the referrer URL, IP address, visitor behavior, operating system information, browser and length of the visit, cookies, and mouse movements. Your use of Google reCAPTCHA is subject to Google's [Privacy Policy](#) and [Terms of Use](#). More information as to Google reCAPTCHA and how it works is available [here](#).

3. THIRD PARTY PROCESSORS

To ensure that your Personally Identifiable Information receives an adequate level of protection, we have put in place appropriate procedures with the service providers we share it with to ensure that it is treated consistent with applicable data security and privacy laws. For example, we use cloud data storage, shipping fulfilment, payment processors, and membership management providers.

4. "DO NOT TRACK" SIGNALS

Some internet browsers incorporate a "Do Not Track" feature that signals to websites you visit that you do not want to have your online activity tracked. Given that there is not a uniform way that browsers communicate the "Do Not Track" signal, the Site does not currently interpret, respond to or alter its practices when it receives "Do Not Track" signals.

5. CHOICES ABOUT YOUR PERSONALLY IDENTIFIABLE INFORMATION

Review and Request Changes to Your Personally Identifiable Information

You may use your account to access, correct, or view certain Personally Identifiable Information that is associated with your account. To review or request changes to any of your Personally Identifiable Information, please contact us at aafco@aafco.org.

Marketing Communications



AAFCO

Association of American Feed Control Officials

Draft November 10, 2022

To unsubscribe from our marketing emails, please click the unsubscribe link included in the footer of our emails. You also may submit a request to us at aafco@aafco.org.

6. SECURITY

We maintain commercially reasonable security measures to protect the Personally Identifiable Information we collect and store from loss, misuse, destruction, or unauthorized access. However, no security measure or modality of data transmission over the Internet is 100% secure. Although we strive to use commercially acceptable means to protect your Personally Identifiable Information, we cannot guarantee absolute security.

7. THIRD PARTY LINKS

The Site and Services may contain links that will let you leave the Site [and Services] and access another website. Linked websites are not under our control. This Privacy Policy applies solely to Personally Identifiable Information that is acquired by us on this Site and Services. We accept no responsibility or liability for these other websites.

8. CHILDREN'S PRIVACY

The Site and Services are not intended for children under 13 years of age. We do not knowingly collect, use, or disclose personal information from children under 13.

9. NOTICE TO NEVADA RESIDENTS

Nevada law allows Nevada residents to opt-out of the sale of certain types of personal information. Subject to several exceptions, Nevada law defines "sale" to mean the exchange of certain types of personal information for monetary consideration to another person. We do not currently sell personal information as defined in the Nevada law. However, if you are a Nevada resident, you still may submit a verified request to opt-out of sales and we will record your instructions and incorporate them in the future if our policy changes. Opt-out requests may be sent to aafco@aafco.org.

10. NOTICE TO CALIFORNIA RESIDENTS

We do not disclose personal information obtained through our Site or Services to third parties for their direct marketing purposes. Accordingly, we have no obligations under California Civil Code § 1798.83.

11. HOW TO CONTACT US

To contact us for questions or concerns about our privacy policies or practices please contact us:

AAFCO
Attn: Privacy Policy Request
1800 S Oak St
Champaign, IL 61820
aafco@aafco.org
217-356-4221



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APPENDIX 2