

## Privacy Policy

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This “Privacy Policy” explains the collection, use, and disclosure of “personal information” by the Workshop on Information Systems and Economics (WISE) 2017, in cooperation with The Korea Society of Management Information Systems, #702, Daewoo The Oville Officetel, 312-4, Hangangro 2-ga, Yongsan-gu, Seoul 140-871, Korea, through the Website that WISE 2017 Organization operates at [www.wise2017.com](http://www.wise2017.com). In accordance to the Information Network Promotion Law revised in September 30, 2011 and legislated to prevent the misuse and abuse of personal information on the Internet, this Privacy Policy also explains our commitment to you with respect to our use and disclosure of the personal information that WISE 2017 Organization collects from its members. That commitment is contained in a “Data Usage Policy,” below. As used in this policy, “personal information” means information that would allow a party to identify you such as, for example, your name, address or location or email address. WISE 2017 Organization collects membership information in order to provide better services to its users. By accessing [www.wise2017.com](http://www.wise2017.com), you are accepting and agreeing to the practices described in this Privacy Policy.

### **1. Purpose of Collection and Use of Personal Information**

We collect information solely for the purpose of providing services to our members and facilitating our communication with them. We do not collect or use personal information for any other purposes. The personal information provided to us by the members makes it possible for us to deliver, based on it, more useful information selectively.

Our primary goal in collecting personal information-including your first name, last name, phone number(s), valid email and residential address and credit card data-is to provide you

with a smooth, efficient, customized registration experience.

### **Emails and Newsletters.**

We use the personal information you provide to us when you receive our newsletter in order to respond to your request, to reply to your email or to send you communications about news and events related to WISE 2017. When you subscribe to our newsletter, your name and email address is sent to and stored by WISE 2017 ([www.wise2017.com](http://www.wise2017.com)).

### **2. Range of Personal Information**

Only the minimum amount of information reasonably necessary to provide you with services should be collected and maintained, and only for so long as reasonably needed or required; This includes their name, occupational position, e-mail, postal code and address. We may collect personal information at several places on the Website,

- when you subscribe us with your personal information such as by sending an email to us or signing up to receive a newsletter or our events listing;
- when you provide personal information to register for WISE 2017.

### **3. Maintenance and Disuse of Personal Information**

Information you provide through our Website, or that we gather as a result of your use of our Website, should not be used for marketing or advertising purposes, nor should it be provided voluntarily (without your permission) to anyone else unless required. WISE 2017 will continue to maintain and manage its members' personal Information as long as they continue to receive its services and retain their membership. However, when a member cancels his or her membership by request for de-registration, all personal information collected by us will be permanently deleted from our database, ensuring that the opening or use of such information for any purposes is no longer possible.

### **4. Range of Cookie Use**

When our members visit our site and their web browsers ask for cookies, WISE 2017 Website restricts its use of cookies only to the information that has no potential to invade their privacy, such as browser version, monitor information, operating system version, and information related to log-in.

### **5. Security Management for Personal information**

WISE 2017 Organization has implemented reasonable measures to protect against unauthorized access to and unlawful interception or processing of personal information that

WISE 2017 Organization stores and controls.

## **6. Data Usage Policy**

Our Data Usage Policy covers how we maintain and use information about you that is collected by our Website and server logs. **Non Personal Browsing Information We Collect.** When you use the Website, our servers may collect information automatically (through, for example, the use of your “IP address”) about your activities while visiting the Website and information about the browser you are using.

**No Linking.** We do not intentionally link browsing information or information from our server logs to the personal information you submit to us. We use this information for internal purposes only, such as to help understand how the Websites are being used, to improve our Website and the features we provide, and for systems administration purposes.

**No Selling or Sharing.** Except in the unique situations identified in this Privacy Policy, WISE 2017 Organization does not sell or otherwise voluntarily provide the non personal browsing information we collect about you or your website usage to third parties.

**No Retention.** WISE 2017 Organization discards non personal browsing information from our server logs once we have used the information for the limited purposes noted above, under “No Linking.”

**Sharing your information.** The information gathered may be shared with the WISE 2017 Organizing Committee and our family companies. We also share the information with third parties, including responsible committees with which we have a relationship. For example:

- When you make a purchase, we may share information about you and your transaction with other companies for the purpose of processing your transaction, including fraud prevention and credit card authorization.
- You also may make a purchase from WISE 2017 through a link from another website or search engine and may use their express checkout tool to do so. When you do, please be aware that both wise2017.com and that website or search engine will receive your information.
- In some cases, WISE 2017 may enter into a co-branding relationship with another website that offers you services that supplement WISE 2017’s assortment (e.g., tours). In those cases, you may link from wise2017.com to another site to apply for

the program. In that case, both wise2017.com and the other website may receive your information.

- Like other committees, wise2017.com may use third party advertising companies to serve ads (e.g., banners or links) on its behalf. These companies may employ cookies and action tags (also known as single pixel gifs or web beacons) to measure advertising effectiveness. Any information that these parties collect via cookies and action tags is anonymous.

**Notice.** If WISE 2017 Organization is required to provide a third party with your non personal browsing information, then, WISE 2017 Organization will use reasonable means to notify you promptly of that event, unless WISE 2017 Organization is prohibited by law from doing so or is otherwise advised not to notify you on the advice of legal counsel.

Any other non-personal information that we collect which is not described specifically in this Privacy Policy will only be collected and used in accordance with the Principles.

## **7. Children**

The Website are not directed at children under the age of 14. We will never knowingly request personal information from anyone under the age of 14 without requiring parental consent. Our Master Terms of Use specifically prohibit anyone using our Website from submitting any personally identifiable information about persons under 14 years of age. Any person who provides their personal information to WISE 2017 Organization through the Website represents that they are 14 years of age or older.

## **8. Changes and Updates to this Privacy Policy**

We may occasionally update this Privacy Policy. When we do, we will also revise the Effective Date below. We encourage you to periodically review this Privacy Policy to stay informed about how we are protecting the personal information we collect. Your continued use of the Website constitutes your agreement to this Privacy Policy and any updates.

Thank you for your visit to the WISE 2017. If you have questions about this Privacy Policy, please contact us by email at wiseconf2017@gmail.com.