

Privacy Policy

Effective Date: May 1, 2026

The American Alternative Care Policy Network (“AACPN,” “we,” “us,” or “our”) respects your privacy. This Privacy Policy explains how AACPN collects, uses, discloses, and protects personal information when you visit www.aacpn.org, create or use a site-member account, purchase or maintain a membership, register for an event, subscribe to communications, submit an inquiry, or otherwise interact with AACPN online.

This Policy applies to AACPN’s website and related online membership, communication, event, and payment activities. It does not apply to the independent privacy practices of third-party websites, platforms, or services that AACPN does not control.

1. Information We Collect

Information You Provide

Depending on how you interact with AACPN, we may collect:

- Contact information, including your name, email address, telephone number, and billing address.
- Membership information, including the membership level selected, membership status, renewal information, and records of membership benefits.
- Account information, including your email address, login credentials, member-profile information, and an age-eligibility certification if required for a paid membership.
- Payment and transaction information, including billing details, payment status, subscription history, invoices, and receipts.
- Communications you send to us, including contact-form messages, privacy requests, billing inquiries, and other correspondence.
- Marketing preferences, including newsletter subscriptions and email-unsubscribe choices.
- Information you may provide in connection with future events, forms, surveys, applications, advocacy activities, petitions, webinars, or similar programs.
- Content submitted for possible publication, such as a guest article, testimonial, photograph, logo, biography, or organizational affiliation.

Information Collected Automatically

When you use the website, AACPN, Wix, and analytics or advertising providers may automatically collect information such as your Internet Protocol address, browser type, device type, operating system, referring pages, pages viewed, dates and times of visits, approximate location derived from an IP address, interactions with the website, and cookie or similar-technology identifiers.

Payment Information

AACPN uses Wix Payments to process membership payments. Complete payment-card numbers are handled by Wix Payments and its payment-processing partners; AACPN does not receive or have access to complete card numbers. Wix may collect and process payment credentials, billing addresses, fraud-prevention information, and related transaction data according to its own terms and privacy practices.

Social Login Information

If you choose to create or access an account using Google or Facebook, Wix and AACPN may receive information made available by that provider, such as your name, email address, profile information, or account identifier, depending on your settings and the provider's practices. Google and Meta process information under their own privacy policies.

2. How We Use Information

AACPN may use personal information to:

- Process, administer, renew, cancel, and support memberships and recurring payments.
- Provide benefits associated with the applicable membership level, including access to member-only pages, publications, events, discounts, and other programs.
- Create and administer site-member accounts and authenticate users.
- Send confirmations, receipts, billing notices, renewal information, service messages, and other transactional communications.
- Send newsletters, advocacy updates, issue alerts, event announcements, fundraising messages, and membership promotions, subject to applicable choices and law.
- Respond to questions, contact-form submissions, privacy requests, payment concerns, and other communications.
- Plan and administer events, webinars, surveys, forms, applications, petitions, advocacy initiatives, or other programs when offered.
- Understand website traffic, usage, and performance; maintain and improve website operation; and evaluate communications and outreach.
- Conduct, measure, and improve advertising and promotional activities, including through Google advertising and, if implemented, Meta advertising technologies.
- Detect and prevent fraud, abuse, security incidents, and violations of AACPN policies or legal rights.
- Comply with applicable legal, tax, accounting, reporting, recordkeeping, and regulatory obligations; respond to lawful process; and establish, exercise, or defend legal claims.
- Carry out other purposes disclosed when information is collected or with your permission.

3. Cookies, Analytics, and Advertising Technologies

AACPN's website and services provided through Wix may use cookies, pixels, local storage, software development tools, and similar technologies. Some are necessary for website operation, security, account login, member access, checkout, and payment processing. Others support analytics, functionality, or advertising.

AACPN uses Wix Analytics and Google Analytics to obtain information about website traffic and use. AACPN also uses Google advertising and may in the future use Meta Pixel or other advertising technologies. These providers may collect information from your browser or device and may combine it with information they receive from other websites or services, subject to their own policies.

AACPN does not currently upload its membership or newsletter list to advertising platforms to create custom advertising audiences. If this practice changes, AACPN will review and update its notice and consent practices as appropriate.

You may be able to manage cookies through your browser settings and through any cookie-control tools AACPN makes available on the website. Blocking cookies may affect website functions, including member login, restricted content, and checkout. AACPN recommends implementing a website cookie-consent tool before deploying additional nonessential advertising technologies.

4. Email and Other Communications

You may subscribe to AACPN communications by entering your email address on the website or by providing consent through another AACPN process. Promotional communications may include newsletters, advocacy alerts, event announcements, fundraising messages, and membership promotions.

You may unsubscribe from promotional email through the preference or unsubscribe link included in Wix email campaigns or by contacting AACPN. AACPN may continue to send nonpromotional communications that are reasonably necessary to administer a membership, payment, account, transaction, event registration, privacy request, or other existing relationship.

5. How We Disclose Information

AACPN may disclose personal information in the following circumstances:

- **Service providers.** We may disclose information to Wix, Wix Payments, Google, authentication providers, email-delivery providers, analytics providers, advertising providers, hosting and security providers, event or webinar platforms, professional advisers, and other vendors that support AACPN's activities.
- **Legal and safety purposes.** We may disclose information when reasonably necessary to comply with law or legal process; respond to government requests; protect AACPN, its members, visitors, or others; investigate fraud or misuse; or establish, exercise, or defend legal claims.

- **Organizational transactions.** Information may be disclosed as part of a merger, reorganization, transfer of operations or assets, dissolution, or similar organizational transaction, subject to appropriate protections.
- **With permission or at your direction.** We may disclose information when you request or authorize us to do so, including when you authorize publication of a name, profile, affiliation, testimonial, logo, photograph, or guest article.

AACPN does not sell personal information for money, rent mailing lists, provide member lists to sponsors or partners, or maintain a public member directory. AACPN does not publicly identify members, publish member profiles or affiliations, or use a member's name, testimonial, logo, photograph, or similar material without permission.

6. Member Profiles and Submitted Content

AACPN does not intend member profiles to be visible to other members or the public. Members should nevertheless avoid placing sensitive or confidential information in profile fields. If AACPN offers an opportunity to submit a guest article or other content, submission does not guarantee publication. AACPN will obtain permission before publicly associating submitted content with a member, organization, image, logo, testimonial, or affiliation.

7. Data Retention

AACPN retains personal information for as long as reasonably necessary to provide memberships and services, maintain business and financial records, comply with legal obligations, resolve disputes, enforce agreements, protect the organization, and fulfill the purposes described in this Policy. Retention periods vary depending on the type of information, the nature of the relationship, the systems used, and applicable operational, accounting, tax, or legal requirements.

Canceling a membership or unsubscribing from promotional email does not necessarily delete a Wix site-member account or all associated records. AACPN may retain limited transaction, consent, suppression, fraud-prevention, and legal-compliance records after a request to delete other information. Information maintained by Wix or another provider may also be retained according to that provider's systems, contractual obligations, and legal requirements.

8. Data Security

AACPN uses reasonable administrative, technical, and organizational measures designed to protect personal information. AACPN also relies on Wix and other providers to secure the systems they operate. No transmission, storage, or security method is completely secure, and AACPN cannot guarantee absolute security. You are responsible for maintaining the confidentiality of your login credentials and for notifying AACPN if you suspect unauthorized account activity.

9. Your Choices and Privacy Requests

Depending on your relationship with AACPN and applicable law, you may request access to, correction of, or deletion of personal information associated with you. You may also update certain account information through the Members Area, cancel a membership through My Subscriptions, and unsubscribe from promotional email using the link provided in the message.

To submit a privacy request, contact Amanda J. Parker at AmandaJParker@aacpn.org. AACPN may need to verify your identity and authority before acting on a request. AACPN may deny or limit a request when permitted or required by law, including where information must be retained for transaction records, legal compliance, fraud prevention, dispute resolution, or the protection of legal rights. AACPN will respond in accordance with applicable law.

10. State Privacy Rights

Residents of certain states may have additional rights under applicable privacy laws. These rights may include requesting information about collection, use, or disclosure; accessing, correcting, or deleting information; obtaining a portable copy; or opting out of certain targeted advertising, sale, or sharing practices. The availability of particular rights depends on the law, its applicability, and applicable exceptions or thresholds.

AACPN will evaluate properly submitted requests under the law that applies to the requester and AACPN. AACPN will not discriminate against a person for exercising an applicable privacy right. Requests may be submitted using the contact information in Section 9 or Section 17.

11. Children and Membership Eligibility

The website is intended for a general policy and advocacy audience and is not directed to children under 13. AACPN does not knowingly collect personal information from children under 13. If AACPN learns that it has collected such information, it will take reasonable steps to delete it. A parent or guardian who believes a child under 13 has provided information may contact AACPN using the information below.

Paid AACPN memberships are intended for persons who are at least 18 years old and have legal capacity to enter into a recurring membership agreement. AACPN may require purchasers to certify that they satisfy these requirements. Public educational materials may remain available to a general audience unless otherwise indicated.

12. Third-Party Websites, Embeds, and Services

The website may contain links to or embedded content from third parties, including Google, Meta platforms, YouTube, Instagram, LinkedIn, event or webinar providers, advocacy tools, and other services. AACPN does not control and is not responsible for the privacy, security, or content practices of third parties. Review their privacy policies before providing information or using their services.

13. United States Operations

AACPN's website and membership program are principally directed to persons in the United States. AACPN does not intentionally solicit memberships outside the United States. If you access the website from another country, your information may be transferred to and processed in the United States and other locations where Wix or AACPN's service providers operate, subject to applicable law.

14. No Collection of Sensitive Health or Political Information

AACPN does not ask members or newsletter subscribers to provide health, disability, demographic, political-affiliation, or advocacy-belief information as part of ordinary membership or newsletter enrollment. Do not submit sensitive personal information through general contact forms or member profiles unless AACPN specifically requests it and explains why it is needed.

15. Changes to This Privacy Policy

AACPN may update this Privacy Policy from time to time to reflect changes in its practices, technology, services, or legal obligations. AACPN will post the revised Policy on its website and update the effective or revision date. When appropriate, AACPN may provide additional notice of material changes.

16. Other AACPN Terms

Membership purchases and membership administration are also governed by AACPN's Membership Terms and Conditions. Additional policies or notices may apply to particular events, forms, surveys, applications, promotions, or other programs. If another AACPN notice conflicts with this Privacy Policy concerning the handling of personal information for a specific activity, the more specific notice will govern that activity to the extent of the conflict.

17. Contact Us

Questions, requests, or concerns regarding this Privacy Policy or AACPN's privacy practices may be directed to:

Amanda J. Parker

American Alternative Care Policy Network (AACPN)

700 Pennsylvania Ave, SE, Suite 320

Washington, DC 20003

AmandaJParker@aacpn.org

www.aacpn.org