

New York State Builders Association

Website Privacy Policy

This Privacy Policy ("Policy") explains how the New York State Builders Association ("NYSBA," "we," "us," or "our") collects, uses, shares, and protects information when you visit or use nysba.com (the "Site"), including our membership portal, event and program registration, our Education Center (nysba.buildingmedia.com), award programs (such as the Empire Building Awards), and NY Build PAC contribution pages (collectively, the "Services"). By using the Site, you agree to the practices described in this Policy.

1. Information We Collect

We may collect the following categories of information:

Information you provide directly:

- Contact information, such as your name, mailing address, email address, and phone number.
- Company, firm, or Home Builders Association (HBA) affiliation, membership category, and dues account information when you register for or manage membership.
- Event, program, or continuing education registration details.
- Education Center registration, coursework, and completion details submitted through nysba.buildingmedia.com, a third-party learning platform we use to administer courses and certifications.
- Payment information submitted when paying dues, event fees, or making a contribution (processed as described in Section 4 below; we do not store full payment card numbers on our own servers).
- Information submitted through contact forms, surveys, or other inquiries.
- Information submitted when signing up for our email newsletter or other communications.
- Contribution and donor information submitted through NY Build PAC donation forms, including name, address, employer/occupation, and payment details, to the extent required by New York State campaign finance law (see Section 5).
- Award program submissions, such as entries to the Empire Building Awards, including entrant and company information, project and property details, and photographs, video, and other materials submitted by entrants, property owners, or photographers, together with any related consent or release forms (see Section 9).

Information collected automatically:

- IP address, browser type, device information, and general location derived from your IP address.
- Pages visited, links clicked, and other usage data collected through cookies and similar technologies (see Section 2).

2. Cookies and Similar Technologies

nysba.com is built and hosted on the Wix platform, which uses cookies and similar technologies (including Wix's own site analytics) to operate the Site, remember preferences, and understand how visitors use the Site. We may also enable additional analytics or advertising tools from time to time. By continuing to use the Site, you agree to our placement of these cookies and similar technologies as described in this Policy. Most browsers let you block or delete cookies through their settings; doing so may limit some Site functionality. Wix's use of data is also governed by Wix's own privacy and cookie notices, which we encourage you to review.

3. How We Use Your Information

We use the information we collect to:

- Administer memberships, dues billing, and member benefits.
- Register and manage attendance for events, meetings, and programs.
- Administer educational courses and certification programs offered through our Education Center, and confirm completions or issue certifications and designations.
- Administer, judge, and publicize award programs such as the Empire Building Awards, consistent with the applicable Terms & Conditions.
- Process and record NY Build PAC contributions and meet related legal reporting obligations.
- Respond to inquiries submitted through contact forms.
- Send newsletters, member communications, legislative updates, and other materials we think will be relevant to you.
- Maintain, secure, and improve the Site and our operations.
- Comply with applicable law and respond to lawful requests from public authorities.

4. How We Share Information

We may share information with:

- Service providers who help us operate the Site and our programs, such as our website platform (Wix), payment processors, and email/communications platforms (such as Mailchimp), who are authorized to use the information only to provide services to us.
- Certifying or credentialing organizations, to send course completion or certification details for individuals who complete a certification program through our Education Center.
- Event, program, award, and PAC sponsors, vendors, and exhibitors (such as Empire Building Awards sponsors), who may use the information to contact you about their own products, services, and promotions.
- Affiliated local Home Builders Associations (HBAs), where relevant to your membership.
- Marketing and advertising partners, to deliver, measure, and improve advertising and promotional communications from us and from third parties.
- Government agencies or regulators, where required by law, subpoena, or legal process, or as described in Section 5 for PAC contributions.
- A successor entity in connection with a merger, reorganization, or similar transaction involving NYSBA.

We may also share, transfer, license, or otherwise disclose personal information as otherwise described in this Policy, with your consent, or as permitted by applicable law.

5. Political Contributions and Public Disclosure

Contributions made through NY Build PAC pages on the Site are subject to New York State Election Law campaign finance reporting requirements. Depending on the amount contributed, your name, address, employer, occupation, and contribution amount and date may be reported to the New York State Board of Elections and may become part of the public record. This disclosure is separate from, and not limited by, the rest of this Policy.

6. Data Security

We maintain reasonable administrative, technical, and physical safeguards designed to protect information we collect, consistent with New York's Stop Hacks and Improve Electronic Data Security Act ("SHIELD Act," N.Y. Gen. Bus. Law § 899-bb). No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

7. Data Retention

We retain information for as long as reasonably necessary to carry out the purposes described in this Policy, maintain accurate membership and financial records, meet legal and regulatory record-keeping obligations (including campaign finance recordkeeping), and resolve disputes, after which it is deleted or de-identified in the ordinary course of business.

8. Your Choices

- You may unsubscribe from marketing and newsletter emails at any time using the link included in those emails.
- You may decline to provide optional information on forms; required fields are marked accordingly.
- You may contact us using the information in Section 15 to ask about the information we hold about you; we will respond as appropriate under applicable law.

9. Awards Program Submissions

NYSBA administers award programs, such as the Empire Building Awards, which have their own Terms & Conditions and may require a signed Homeowner Consent & Release or Photographer Permission & Image Release. Information submitted in connection with an Awards program — including entrant, company, and project details, property information, and submitted photographs and videos — is used to administer, judge, and publicize the program, and may be displayed or published in judging materials, awards ceremonies, print and digital publications, sponsor materials, our website, and social media, consistent with the applicable Terms & Conditions and release forms for that program. Those program-specific documents govern the use of Awards submissions and may grant broader rights (for example, an irrevocable or perpetual license to use photographs) than this Policy describes for the Site generally.

10. Event Photos and Testimonials

We may take photographs and videos at NYSBA events and programs and post them to our Site, publications, marketing materials, and our social media and photo-sharing accounts, including our Flickr account. By attending an NYSBA event, you consent to being photographed or recorded and to our use of your image and likeness in these ways. We may also feature member testimonials or quotes, with consent, which may include your name and company or HBA affiliation. Once shared publicly in this way, that content is no longer subject to the sharing limitations described in Section 4, and is also subject to the separate privacy

practices of the third-party platform (such as Flickr) where it is posted. If you would like a photo, testimonial, or quote removed, please contact us using the information in Section 15.

11. Children's Privacy

The Site and our Services are intended for a professional audience and are not directed to children under 13. We do not knowingly collect personal information from children under 13.

12. Links to Other Websites

The Site may link to third-party websites, including HBA members, sponsors, and government resources. We are not responsible for the privacy practices of those sites, and we encourage you to review their privacy policies before providing information to them.

13. Effective Date

This Policy is effective as of [Insert publication date — draft prepared August 17, 2026].

14. Changes to This Policy

We may update this Policy at any time, in our sole discretion, to reflect changes in our practices or for other operational, legal, or regulatory reasons. See Section 13 for the date this Policy was last revised. We encourage you to review this page periodically.

15. Contact Us

If you have questions about this Policy or our privacy practices, please contact us at:

New York State Builders Association — 1060 Broadway #1239, Albany, NY 12204 — info@nysba.com — 518.465.2492