

AHFA Privacy Policy

The American Home Furnishings Alliance (AHFA) is committed to protecting your online privacy. This Privacy Policy outlines the information we collect, how we use it, and what we do to protect it.

AHFA includes several affiliate organizations, including:

- The International Casual Furnishings Association
- Solution Partners
- Specialized Furniture Carriers

This Privacy Policy applies to all affiliates of AHFA. An [overview of each affiliate](#) is available on the membership section of our website.

AHFA currently collects two types of information through its website: (1) a username and password for employees of member companies to access content on the AHFA website that requires membership; and (2) information voluntarily submitted on membership applications, order forms, meeting registration forms, survey response forms, membership directory update forms, and emails sent to the Website Administrator.

- (1) Your username and password do not identify you individually, but rather serve as a name by which you obtain access to the AHFA website. AHFA does not use usernames and passwords to identify users or track individual activity on the website. AHFA uses analytics to determine which areas of the website are frequently visited and to make improvements based on the volume of traffic and the interests of our members. AHFA does not track the usage patterns of individual users, except when they click through to website content from emails that are sent out.
- (2) Information voluntarily disclosed to AHFA either online or in writing through membership applications, order forms, meeting registration forms, survey response forms, membership directory update forms, or emails sent to the Website Administrator is collected, used and stored by AHFA for the purpose of providing its members the services they request. This includes emails related to the user's expressed interests and preferences.

AHFA maintains this data as long as a company remains a member of AHFA. Should a company opt to have its membership lapse, AHFA will archive the company's information for statistical and/or historical research purposes.

How We Work With Third Parties

On occasion, AHFA contracts with third parties for marketing or other activities related to goals and objectives. AHFA allows these third parties to use selected member information under specific confidentiality agreements.

Information provided to AHFA in non-electronic form may also be used in this way. Individuals who would like to “opt out” of the *Membership Directory* or the *Online Resource Guide* should contact AHFA’s Website Administrator to have their names removed from these lists.

AHFA has contracts in place to ensure the information remains secure and limited in use. If AHFA does not have a legitimate business reason to pass on your information, you will be asked to provide consent.

Keeping Your Information Safe

AHFA is serious about information security and has commercially reasonable policies and procedures in place to ensure the information we hold on you remains safe. AHFA limits who has access to your information and ensures that those who do are bound by contracts to keep your information availability restricted and safe. Nevertheless, no data transmission over the internet or electronic storage is fully secure. Despite efforts to protect your data from unauthorized access, use or disclosure, AHFA cannot guarantee or warrant the security of the personal data you transmit.

Payment & Payment Processing

All credit card payments to AHFA are processed by a third-party payment processor that is vetted by AHFA. The third-party processor uses a secured server that uses commercially reasonable standards to encrypt all information provided to it.

User ID and Password

Certain areas of AHFA’s website require a username (commonly an email address) and password as an additional security measure that helps protect your data. While AHFA will set up your initial username and password, it is highly encouraged that you change your password to something strong and unique. AHFA also encourages you to limit access to your computer and web browser as well as log out of your account after each session.

The AHFA website includes links to many other websites, but is not responsible for the privacy practices of these sites. To ensure your privacy is protected, we recommend that you review the privacy statements of these other linked sites, applications or other digital platforms.

Your Rights and Preferences Under This Policy

A European Union law called the General Data Protection Regulation (GDPR) provides certain rights to individuals regarding their personal data. Accordingly, AHFA has implemented additional transparency and access controls to help users take advantage of those rights. As available and except as limited under applicable law, the rights afforded to individuals are:

- **Right of access** – the right to be informed of and request access to your personal data we;
- **Right of rectification** – the right to request that your personal data is amended or updated where it is inaccurate or incomplete;

- **Right of erasure** – the right to request that your personal data is deleted;
- **Right to restrict** – the right to request a temporarily or permanently stoppage of processing all or some of your personal data;
- **Right to object** – the right, at any time, to object to the processing your personal data on grounds relating to your situation;
- **Right to data portability** – the right to request a copy of your personal data in electronic format and the right to transmit that personal data for use in another party’s service;
- **Right not to be subjected to automated decision-making** – the right to not be subject to a decision based solely on automated decision-making, including profiling, where the decision would have a legal effect on you.

Since AHFA is a membership-based organization that uses member data to provide specific services, withdrawing or limiting the use of your data may inhibit your user experience and/or AHFA’s ability to provide information services to the member company.

Contact Our Office

If you have questions about this policy or about your personal information, please email admin@ahfa.us or send correspondence to this address:

American Home Furnishings Alliance
Attn: Nicholas Spino
1912 Eastchester Drive
High Point, NC 27265

Breach Notification

In the event an incident involving data security incident, you will notify by email, telephone, postal mail or other means as permitted by law.

Policy Modifications

Occasionally, AHFA may elect to amend this policy. When material changes to this policy are made, you will be provided with prominent notice as appropriate under the circumstances (i.e. through email or a display on the AHFA website). Please read any such notice carefully.