

Privacy Policy

Welcome, the SIFMA Foundation (“SIFMA”) has created this statement so that you understand our information gathering and dissemination practices both on and off the website.

The SIFMA Foundation is dedicated to fostering knowledge and understanding of the financial markets for individuals of all backgrounds. Drawing on the support and expertise of the financial industry, the SIFMA Foundation provides financial education programs and tools that strengthen economic opportunity across communities and increase individuals’ awareness of and access to the benefits of the global marketplace.

What Personal Information We Collect

The SIFMA Foundation website does not collect any personal information about you unless you specifically and knowingly provide such information.

We collect personal information from you when you register for or participate in our programs. We maintain contact information (such as name, e-mail address, phone, and school address), and information about which specific grade levels, school type, and subject areas are pertinent to you.

We retain varying amounts of personal information for as long as necessary for our legitimate interests in pursuing the purposes outlined in this Privacy Policy.

When We Collect It

We collect information when you register for our programs. Submitting personal information is not required to use the SIFMA Foundation website except to access password-protected portions of the site.

What We Do With It

We use your information to generate relevant teacher and student accounts and their accompanying passwords so that you may safely and accurately access your customized account information.

For United States residents, we will send you information about events that may be of interest to you, but you can opt-out of any electronic mailings about future events. We undertake

marketing only in compliance with the CAN-SPAM Act, the Telephone Consumer Protection Act, and other applicable law.

For European Union and Canadian residents, we undertake marketing only with your expressive affirmative consent and in compliance with applicable data privacy laws. EU and Canadian residents are added to the marketing lists only when they provide express affirmative consent consistent with applicable data protection laws, so be sure to let us know what information is most useful.

Disclosure and Transfer of Personal Information

We may disclose personal information to outside companies that help us bring you the services we offer. For example, we may work with an outside company to: (a) manage our databases; (b) assist us in distributing emails; (c) assist us with direct marketing and data collection; (d) provide us storage and analysis; (d) provide fraud prevention; and (e) provide other services designed to assist us in maximizing our business potential. We require that these outside companies agree to keep confidential all information we share with them and to use the information only to perform their obligations in our agreements with them.

We may disclose information to comply with applicable laws and regulations, such as to respond to a subpoena or similar legal process, to protect against misuse or unauthorized use of our website, to limit our legal liability, and to protect our rights or to protect the rights, property, or safety of visitors of this website or the public, and to otherwise cooperate with law enforcement or regulatory authorities.

We may transfer or share a copy of personal information about you in the event that SIFMA or one of its properties, affiliates, or subsidiaries goes through a business transition, such as a merger, being acquired by another company, or selling a portion of its assets. You will be notified via email or prominent notice on our website prior to a change of ownership or control of your personal information, if your personal information will be used contrary to this policy.

Nothing in this Privacy Policy is intended to interfere with the ability of SIFMA to transfer all or part of its business and/or assets to an affiliate or independent third party at any time, for any purpose, without any limitation. SIFMA specifically reserves the right to transfer or share a copy of personally identifiable information collected from its websites to the buyer of that portion of its business relating to that information.

Such transfers may involve the transfer of your information between jurisdictions and outside of the jurisdiction in which you submitted your information, including to jurisdictions that the European Union may not deem to provide “adequate” data protection. Please do not provide us any information that you do not wish to be transferred between these entities.

Cookies and Other Tracking Technologies

SIFMA uses Google analytics; you may turn off Google analytics tracking and disable cookies in your browser settings. Google Analytics does not share actual IP address information with Google Analytics customers ([Learn more](#)).

We may also track users by IP address and by Cookies (cookies can be disabled in your browser settings) for broad demographic data, as well as to help make sure that we are delivering the information you want.

“Do Not Track” signals are options available on your browser to tell operators of websites that you do not wish to have your online activity tracked. Our websites operate no differently if these “Do Not Track” signals are enabled or disabled. Our Internet Services do not allow any third parties to collect Personal Information about your online activities over time or across websites for their own purposes.

Children

In order to respect the privacy of minors, the firm does not knowingly collect, maintain or process Personal Information submitted online via our Internet Services by anyone under the age of 18.

California Privacy Rights

Under California Civil Code Section 1798.83, California customers are entitled to request information relating to whether a business has disclosed personal information to any third parties for the third parties’ direct marketing purposes. That notice will identify the categories of information shared and will include a list of the third parties and affiliates with which it was shared, along with their names and addresses. If you are a California resident and would like to make such a request, please submit your request in writing at the address information below.

EU Data Storage, Access, The Right to be Forgotten, and Dispute Resolution

We store personal data for different periods of time consistent with the purposes for which they were originally collected, as subsequently further authorized, or when required or allowed under applicable law.

Individuals in Europe have certain data subject rights which may be subject to limitations and/or restrictions. These rights may include the right to: (i) request access to and rectification or erasure of their personal data; (ii) obtain restriction of processing or to object to processing of their personal data; and (iii) the right to data portability. If you wish to exercise one of the above mentioned rights, please send us your request via email to: smg@sifma.org. Individuals in Europe may also have the right to lodge a complaint about the processing of their personal data with their local data protection authority.

In addition to the rights above, SIFMA is committed to providing all individuals with access to their personal data. If you believe that SIFMA may be processing data about you and wish to have access to that information, we can provide you with that data or at least an explanation of why we cannot do so in the particular context, such as if responding to the request would be unreasonably expensive. Please also let us know if you have any questions, concerns, disputes, or issues. We are always open to dialogue to resolve issues. If your concerns cannot be resolved, we can enter into appropriate third-party neutral dispute resolution. If you need to reach us about a privacy or data protection issue, please contact us at the information below.

How to contact us about privacy

If you have any questions about our privacy policy, the information we have collected from you online, the practices of this site or your interaction with this web site, please send email to: smg@sifma.org or call 212.313.1000 or write us at 120 Broadway, New York, NY 10271.