



North American Loyalty Association Privacy Notice

North American Loyalty Association (NALA™) and The BIG Handshake Loyalty™, are trading names of ELA Europe Ltd.

You can visit NALA™ on the web without telling us who you are or revealing any personal information about yourself. We collect no such information about you when you visit our site, unless you choose to provide that information to us, for example allowing us to provide you with additional information about a service or to send you our newsletter

At ELA Europe Ltd, we are committed to protecting your personal information in accordance with applicable privacy laws in the UK, Europe, Canada and the United States, including the Personal Information Protection and Electronic Documents Act (PIPEDA) and, where applicable, the California Consumer Privacy Act (CCPA).

Where relevant, we also apply principles aligned with the General Data Protection Regulation (GDPR).

We act as the “data controller” or “business” (as defined under applicable privacy laws) for the personal information we collect and process.

We will always remain the sole Data Controller.

We understand the importance of maintaining the confidentiality, integrity and availability of your personal information and operate both technical and organisational strategies to ensure that this is maintained whilst using the site and providing any information to us.

The privacy of all Users of NALA™ website will be protected to the best of our ability and all personal details supplied will only be used for their intended purpose except when we are required by law to reveal them.

Except for the information about your computer described below under ‘cookies’, all the information we hold about you is provided by you. You are responsible for its accuracy. NALA™ cannot be held responsible for any events that may occur due to inaccurate data input by you.

Jurisdiction and Applicability

This Privacy Notice is designed to comply with applicable privacy laws in the UK, Europe, Canada and the United States, including the Personal Information Protection and Electronic Documents Act (PIPEDA) and, where applicable, the California Consumer Privacy Act (CCPA) and other state privacy laws.

Where required, we also apply principles aligned with the General Data Protection Regulation (GDPR) for individuals located in the European Economic Area.

Email Communications and Consent

Where required by applicable law, including Canada’s Anti-Spam Legislation (CASL), we will obtain your consent before sending you marketing communications.



You may unsubscribe at any time by using the link included in our emails or by contacting us directly.

Email Communications and Consent

We will only send marketing or newsletter communications where permitted by applicable law, including Canada's Anti-Spam Legislation (CASL).

In most cases, this means we will obtain your consent before sending you marketing emails.

You may unsubscribe at any time by clicking the unsubscribe link in our emails or by contacting us at hello@the-nala.com.

We only share personal information with:

- Service providers who support our operations (e.g., email platforms, payment processors)
- Partners where you have consented
- Authorities, where required by law

We will always, and where it is appropriate:

- Provide sufficient information that you can decide whether to opt in or opt out
- For any options, provide clear instructions on where the data will be used and why
- Provide a clear and simple way to agree to differing forms of data processing
- Always include a separate and clearly indicated means to opt-in to direct marketing
- Store your preferences in a secure manner
- Reapply for your consent at regular intervals where it has not been removed

To subscribe to our newsletter, we will collect the following information from you via the website:

- Full name
- Email address
- Job title
- Business name
- Location
- Industry

Our staff is regularly briefed on the importance of Data Protection and how this applies to the secure delivery of NALA™ services.

Your Privacy Rights

Depending on your location, you may have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your personal information
- Withdraw consent to processing
- Opt out of the sale or sharing of personal information (where applicable)



To exercise any of these rights, please contact us at hello@the-nala.com.

We do not sell your personal information. However, certain data sharing may be considered a “sale” under applicable U.S. state laws. You may opt out of such sharing by contacting us.

Data Retention

We retain personal information only as long as necessary to fulfill the purposes outlined in this Privacy Notice, unless a longer retention period is required or permitted by law.

Cross-Border Data Transfers

Your personal information may be stored and processed in countries outside your province, state, or country, including the United States, where data protection laws may differ.

Payments

If there is a membership fee for each yearly plan, this is based on a one-off yearly payment, and we use third-party services for payment processing (e.g., payment processors).

We will not store or collect your payment card details. That information is provided directly to our third-party payment processors whose use of your personal information is governed by their Privacy Policy. These payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express, and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

The payment processor we work with is Stripe. Their privacy policy can be viewed here: <https://stripe.com/privacy>

Cookies

A cookie is a small piece of information stored on your computer by us, which enables us to recognise your computer when you access The NALA™ website and provides you with an expedient means of access. Cookies also protect the reliability of recorded usernames and passwords and limit access to services.

We may use cookies and similar technologies for analytics, performance, and marketing purposes.

Where required, you will be presented with options to manage your cookie preferences.

Your browser is probably set to accept cookies. However, if you would prefer not to receive cookies, you can alter the configuration of your browser to refuse cookies. Please be aware that if you choose to have your browser refuse cookies, it is possible that some areas of our sites will not function properly when you view them.

Children’s Privacy

Our services are not intended for individuals under the age of 13, and we do not knowingly collect personal information from children.



Changes to our Privacy Policy

Any changes to our Privacy Policy in the future will be posted to the website and, where appropriate, through email notification.

Contact

All comments, queries, and requests relating to our use of your personal information are welcome and should be addressed to hello@the-nala.com

Please note that by using this site, you signify your assent to our Privacy Policy. Please do not use this site if you do not agree to our Privacy Policy. We reserve the right to amend this policy at any time.