Information Transparency and Personal Data Control Act

The key purpose of the Information and Personal Data Control Act is to protect sensitive information, which can include data relating to financial, health, genetic, biometric, geolocation, sexual orientation, citizenship and immigration status, social security numbers and religious beliefs. This means that companies would need to have opt-in consent from consumers before such sensitive information could be used or disclosed. The Act also provides protections for the information of children under 13 years of age. The key elements of the Act are:

- **Plain English**—Requires companies/organizations to provide their privacy policies in "plain English"
- **Opt-in**—Allows users to "opt-in" before companies/organizations can use their most sensitive private information in ways they might not expect or be informed of in advance
- **Disclosure**—Increases transparency by requiring companies/organizations to disclose if and with whom their personal information will be shared and the purpose of sharing the information
- **Preemption**—Creates a unified national standard and avoids a patchwork of different privacy standards by preempting conflicting state laws
- **Enforcement**—Gives the Federal Trade Commission (FTC) strong rulemaking authority to keep up with evolving digital trends and the ability to fine bad actors on the first offense. Empowers state attorneys general to also pursue violations if the FTC chooses not to act
- **Audits**—Establishes strong "privacy hygiene" by requiring companies/organizations to submit to privacy audits every two (2) years from a neutral third party

The Act requires that data controllers shall provide users with the ability to opt-out at any time for the collection, transmission, storage, processing, selling, sharing or others use of non-sensitive personal information, including sharing with third parties.

The Sierra Madre Woman's Club will be compliant with the 2021 Act above. As such, we require each member of the Club to identify and approve the items they would like to Opt-in. Please initial the areas you would like to Opt-in to and sign at the bottom of the form. ***Please return the bottom portion of this form to the Club Membership Chair.***

Sierra Madre Woman's Club Information Transparency Consent Form

I understand, acknowledge and agree to **opt-in** to the areas below where my initials are presented. I understand that it is my duty to inform the Club Membership Chair in writing if my options change.

Please initial the items below that you agree to appear in the Club yearbook:

_____ Picture _____Home Phone _____Day & Month of Birth

_____Home Address _____Cell Phone _____Email Address

_____I acknowledge, agree and understand that the yearbook is distributed to all active club members, SGV District Officers, CFWC Officers and GFWC Officers.

_____I acknowledge, agree and understand that the contents of the yearbook are seen by our Club printer, Sir Speedy in Monrovia, who has been given printing rights ONLY to club data presented in our Club yearbook.

_____I acknowledge, agree and understand that as a member of the Sierra Madre Woman's Club I will keep the yearbook and its contents safe from third parties, will not utilize the contents for any purposes other than those activities approved by the Club, and will not sell the contents of the yearbook for any purposes or any type of known/unknown financial consideration.

Print Name_____ Date_____ Signature_____