

MWACA Leaders Privacy Policy

Midwest Auto Care Alliance

Effective Date: July 29, 2026

Last Updated: July 29, 2026

MWACA Leaders is a private event application intended for authorized MWACA Leadership Summit attendees, Executive Board members, chapter officers, and MWACA staff. It is not intended for public registration or general consumer use.

Midwest Auto Care Alliance ("MWACA," "we," "us," or "our") operates the MWACA Leaders mobile and web application. This Privacy Policy explains how information is collected, used, stored, shared, and protected when authorized users access MWACA Leaders.

1. Information We Collect

Information provided by MWACA

MWACA may create or import a user record containing:

- First and last name
- Email address
- Company
- Chapter
- MWACA leadership role or staff role
- Account activation status
- Hotel arrival and departure dates
- Hotel room type
- Hotel confirmation number
- Spouse-attendance indicator
- Dietary restrictions or accommodations
- Directory contact information, including email address and work or cell phone numbers

Dietary information and complete rooming records are restricted to authorized MWACA staff.

Account and authentication information

When a user activates an account or signs in, the app may process:

- Email address
- Email-verification status
- Password credentials in protected form
- Password-reset requests
- Login and session information

- Account and role permissions

MWACA does not intend to store passwords in readable form.

Information submitted through the app

Depending on the features available, users may submit:

- Named or anonymous meeting questions
- Name That Tune answers
- Competition submissions and scores
- Summit feedback and written comments
- Photos uploaded to the Summit photo gallery

Named feedback is associated with the submitting user.

Anonymous meeting questions are not intended to display the submitter's identity to MWACA staff. A limited technical identifier may be retained only as needed to process the submission and prevent system errors.

Staff operational information

Authorized staff may enter or manage:

- Event schedules
- Resource files
- Directory records
- Staff assignments and task completion status
- Food-and-beverage information
- Team assignments and scores
- Question status and moderation actions
- Competition judging and scoring decisions

Automatically collected technical information

The app and its service providers may automatically process limited technical information necessary to operate, secure, and troubleshoot the service, such as:

- Device type
- Operating system
- App version
- Browser type
- IP address
- Login timestamps
- Error and diagnostic information
- Security and authentication records
- File-upload information
- General interaction information required to provide app functions

The final list of automatically collected data must reflect the actual analytics, hosting, authentication, file-storage, notification, and diagnostic services included in the released app.

2. How We Use Information

MWACA may use information to:

- Create and administer authorized user accounts
- Verify identity and manage login access
- Apply role-based permissions
- Deliver Summit schedules and event information
- Display personalized hotel and rooming details
- Provide files and leadership-directory information
- Support meeting questions and event activities
- Operate Name That Tune and event leaderboards
- Collect Summit feedback
- Manage the authenticated photo gallery
- Coordinate staff tasks and food-and-beverage needs
- Address dietary accommodations
- Send account invitations and password-reset messages
- Provide user support
- Protect the security and integrity of the app
- Diagnose technical problems
- Comply with legal obligations
- Maintain appropriate event and organizational records

We do not use MWACA Leaders information for third-party advertising.

3. How Information Is Shared

MWACA does not sell personal information collected through MWACA Leaders. Information may be shared in the following limited circumstances.

Within the app

Depending on the user's role and the feature involved:

- Authenticated users may see leadership-directory information.
- Participants may see names and scores on individual leaderboards.
- Participants may see team names and team scores.
- Photo-gallery users may see uploaded photos, uploader names, and upload dates.
- Staff may see attendee records, hotel details, dietary information, submissions, scores, feedback, task assignments, and operational records as permitted by their role.

Attendees do not receive access to another attendee's private hotel details, dietary information, feedback response, competition answer, or staff-only operational information.

Service providers

MWACA may use service providers to support:

- App hosting
- Data storage

- Authentication
- Email delivery
- File and photo storage
- App building and distribution
- Error monitoring
- Security
- Technical support

These providers may process information only as needed to provide services to MWACA and are expected to protect information appropriately.

The final published policy should identify or accurately describe the actual categories of service providers used by the released app, including any services incorporated through Replit, Expo, Apple, Google, or other third-party software components.

Legal and safety reasons

MWACA may disclose information when reasonably necessary to:

- Comply with a law, regulation, subpoena, court order, or lawful government request
- Protect the rights, property, or safety of MWACA, its members, users, or others
- Investigate fraud, abuse, security threats, or violations of applicable terms
- Enforce organizational policies or legal rights

Organizational changes

Information may be transferred as part of a merger, restructuring, asset transfer, or similar organizational transaction, subject to applicable law and appropriate privacy protections.

4. Anonymous Questions

Users may be permitted to submit a meeting question anonymously.

When a question is submitted anonymously:

- The user's name, email address, role, and chapter are not displayed to staff.
- The question is labeled “Anonymous.”
- Staff are not provided with an in-app method to reveal the submitter.
- A limited internal identifier may be processed only to maintain system reliability, prevent duplicate processing, or investigate technical errors.

Anonymous submission does not mean that no technical data exists anywhere in the service infrastructure. MWACA will not intentionally use technical logs to identify an anonymous submitter except where reasonably necessary to investigate security abuse, comply with law, or protect the service.

5. Photos and User-Submitted Content

Authenticated users may upload photos to the Summit gallery.

By uploading a photo, the user confirms that:

- They have the right to upload and share it.
- The photo does not violate another person's privacy or intellectual-property rights.
- The content is appropriate for the MWACA Leadership Summit environment.

Uploaded photos may be visible to other authenticated users and may display the uploader's full name and upload date.

Users may delete photos they personally uploaded while they retain access to the event. Authorized MWACA staff may remove any uploaded photo.

MWACA may download and retain event photos for legitimate organizational, archival, communication, and event-related purposes, subject to applicable permissions and law.

6. Data Security

MWACA uses reasonable administrative, organizational, and technical safeguards designed to protect information from unauthorized access, loss, misuse, alteration, or disclosure.

These measures may include:

- Account authentication
- Email verification
- Role-based permissions
- Restricted staff access
- Protected password handling
- Secure transmission
- Access controls for files and photos
- Monitoring and diagnostic safeguards
- Limiting access to information based on operational need

No online service can guarantee absolute security. Users should protect their passwords and notify MWACA promptly if they believe their account has been compromised.

7. Data Retention

MWACA retains information only for as long as reasonably necessary to:

- Operate the Leadership Summit
- Maintain user access during the approved event period
- Support attendees and staff
- Complete event follow-up
- Maintain appropriate organizational records
- Meet legal, accounting, security, or contractual obligations
- Resolve disputes or enforce policies

Attendee event access is expected to end on February 28, 2027, unless MWACA changes or extends access.

The end of app access does not necessarily result in the immediate deletion of all records. Some information may be retained for legitimate event administration, reporting, security, historical, or legal purposes.

Information no longer needed will be deleted, anonymized, or securely archived according to MWACA's applicable retention practices.

8. Account and Data Deletion Requests

Users may request deletion of their MWACA Leaders account or associated personal information by emailing info@mwaca.org.

The request should include:

- The user's full name
- The email address connected to the account
- A clear statement that account or data deletion is requested

MWACA may need to verify the requester's identity before completing the request.

Subject to legal and legitimate organizational retention requirements, MWACA will delete or de-identify information associated with the account. Certain records may be retained where required for security, legal compliance, event administration, financial records, dispute resolution, or organizational documentation.

Deleting an app account may not automatically remove information that was lawfully retained outside the account, such as finalized aggregate reports, archived event photographs, or records MWACA is legally required to maintain.

9. User Choices

Users may:

- Decline to upload photos
- Submit a meeting question anonymously when that option is offered
- Contact MWACA to correct inaccurate account information
- Request account or personal-data deletion
- Sign out of the app
- Contact MWACA with privacy concerns

Certain imported information, including roles and hotel details, can be changed only by authorized staff.

10. Offline and Cached Information

Previously opened information may remain stored temporarily on a user's device to support limited offline access.

Cached information may include:

- Schedule details
- Hotel information
- Files
- Directory information
- Event instructions

Users are responsible for protecting devices that contain cached information.

Signing out may not immediately remove all locally cached files or information. Users may use their device settings to remove the app and locally stored app data.

11. External Links and Services

MWACA Leaders may contain links to:

- Maps
- Email applications
- Downloaded files
- MWACA websites
- External resource pages
- Apple or Google services

MWACA is not responsible for the privacy practices of external websites or services. Users should review the privacy policies of those providers.

12. Children's Privacy

MWACA Leaders is intended for adult MWACA Leadership Summit participants and staff. It is not directed to children under 13, and MWACA does not knowingly collect personal information from children through this app.

A parent or guardian who believes a child has provided personal information through the app should contact MWACA at info@mwaca.org.

13. Interstate and International Use

MWACA is based in the United States. Information may be processed and stored in the United States or other locations where MWACA's service providers operate.

By using the app, users understand that applicable privacy protections may differ from those in their home jurisdiction.

14. Changes to This Privacy Policy

MWACA may update this Privacy Policy when:

- App features change
- Data practices change
- Service providers change
- Legal or store requirements change
- Additional Summit phases are launched

The revised policy will show an updated "Last Updated" date. Material changes may also be communicated through the app, email, or another appropriate method.

15. Contact MWACA

Questions, correction requests, privacy concerns, or deletion requests may be sent to:

Midwest Auto Care Alliance
5950 N. Oak Trafficway, Suite 201
Gladstone, MO 64118
Phone: (816) 413-9800
Email: info@mwaca.org
Website: mwaca.org

Publication Review Checklist

Before publishing this policy, compare it against the finished app and the final App Store and Google Play privacy disclosures. The public policy must match the app's actual data practices and third-party services.

- Whether analytics are installed
- Whether crash reporting is installed
- What authentication provider is used
- Where account, hotel, dietary, feedback, and question data are stored
- Where photos and files are stored
- Which email-delivery service is used
- Whether device identifiers, IP addresses, or precise location are collected
- Whether Apple or Google sign-in exists
- Whether any third-party SDK collects data
- How backups and permanent deletion work
- Whether users can submit an account-deletion request inside the app
- Whether the public policy URL is available as a webpage rather than only as a PDF
- Whether Google Play Data safety and Apple App Privacy responses match this policy