



# Holstein Association USA

## Copyright, Reproduction of Materials, Member Privacy, & Web Site Terms of Use Policy

### A. Copyright Policy

All material created or generated by Holstein Association USA, whether online content, printed materials, or otherwise (including lists, sections, articles and/or graphics from the Web site or printed materials), is the property of Holstein Association USA, Inc. and is protected by U.S. copyright law. No part of this Web site or other Holstein Association USA-generated content may be used for any commercial purposes without the express written consent and authorization of Holstein Association USA, Inc.

All names, words, logos, images and designs used to identify services or products of Holstein Association USA, Inc. are considered trademarks, tradenames or servicemarks. All rights are reserved.

Following are some examples of Holstein Association USA trademarks and servicemarks:

- Registered Holsteins<sup>®</sup>
- Total Performance Index, TPI<sup>®</sup>, GTPI<sup>®</sup>, CTPI<sup>SM</sup>
- Holstein COMPLETE<sup>®</sup>
- Official Holstein Pedigree<sup>TM</sup>
- Red Book<sup>TM</sup>
- Red Book Plus/MultiMate<sup>TM</sup>
- Sire Evaluation for Type (SET)<sup>SM</sup>
- U.S. Registered Holsteins for Maximum Profit<sup>SM</sup>
- Dam of Merit<sup>SM</sup>
- Gold Medal Dam<sup>SM</sup>, Gold Medal Sire<sup>SM</sup>
- Locator List<sup>TM</sup>
- Progressive Breeders Registry<sup>SM</sup>, Progressive Genetics Herd<sup>SM</sup>
- Star of the Breed<sup>SM</sup>
- DairyVision Trend Analysis Program<sup>TM</sup>
- Dairy Rhythms<sup>TM</sup>
- EASY ID<sup>TM</sup>
- TriStar<sup>SM</sup>
- Sire Summaries<sup>TM</sup>

### Recognition of Trademarks, Tradenames, and Servicemarks

If using a Holstein Association USA trademark, tradename, or servicemark, it must be noted in the first usage of the mark, along with a footnote in the document giving appropriate recognition.

Example: *BADGER-BLUFF FANNY FREDDIE is the new top TPI<sup>®</sup> bull in the Holstein breed.*

*\*TPI is a servicemark of Holstein Association USA, Inc.*

## **Holstein Association USA Logo Usage**

Holstein Association USA may grant usage of its official logo on a limited basis for specific uses. Permission must be obtained from Holstein Association USA before the logo is used in any materials. For each request to reproduce the Holstein Association USA logo for non-private use, a request must be submitted via email to the Holstein Association USA Communications Coordinator at amohn@holstein.com or 800.952.5200.

## **B. Reproduction of Holstein Association USA Materials**

At its sole discretion, Holstein Association USA, Inc. may grant permission to reproduce lists, sections, articles and/or graphics (Hereafter referred to as Holstein Association USA Materials) from the Holstein Association USA Web site or printed materials for non-private use. Anyone wishing to reproduce Holstein Association USA Materials for non-private use must obtain prior authorization from Holstein Association USA, as outlined below. If authorization is granted, the user must credit Holstein Association USA and display the source from which the Holstein Association USA Materials were taken on the user's material. Holstein Association USA, Inc. expressly reserves the right to deny any request.

Any materials obtained (with permission) from the Holstein Association USA Web site or by other means are permitted for one-time private use unless explicitly directed.

Holstein Association USA does not permit reproduction of Holstein Association USA Materials for online use by others; instead, Holstein Association USA requires that individuals or organizations provide a link to the Holstein Association USA Web site.

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You may not, without prior written permission of Holstein Association USA, Inc., use any computer code, mining software, or other automatic device or program, having similar processes or functionality, or any manual process, to monitor or copy in bulk the data or content found on this site or accessed through this site.

## **C. Member Privacy Policy**

It is the intent of our policies to protect members' right to privacy. Information will not be distributed to third-parties for outside commercial or solicitation use. Lists that include names and contact information (such as addresses, phone numbers and email addresses) of Holstein Association USA members will only be released for the following specific purposes:

### **Requests from State Associations**

State Holstein Associations may receive a list of current or potential members in their state, providing they guarantee the list will be used for State Association membership business only, and will not release the list for any other purpose.

State Holstein Associations may receive a list of Annual Meeting delegates providing they sign a statement guaranteeing the list will be used only for state publication mailing or board candidate campaign purposes.

### **Requests from Board of Director Candidates**

Holstein Association USA board candidates may receive a list of Annual Meeting delegates and top alternates, providing they sign a statement guaranteeing the list will only be used for campaign purposes.

## **D. Web Site Terms of Use**

The Holstein Association USA Web site ([www.holsteinusa.com](http://www.holsteinusa.com)) is owned and maintained by Holstein Association USA, Inc. By accessing and using this site, you agree to each of the terms and conditions set forth herein. Holstein Association USA reserves the right to modify this policy at any time without prior notice. Usage of the site constitutes your agreement to be bound by this policy.

You may not use this Web site for any purpose that is prohibited by law or regulations or to facilitate the violation of any law or regulation.

### **Your Online Account**

By obtaining a username and password to access Holstein Association USA online products and services, you are responsible for maintaining the confidentiality of your account and password and agree to accept responsibility for all activity that occurs through your online account. You agree that in no circumstances will Holstein Association USA be held liable for any direct or indirect activity resulting from the use of your username and password to access Holstein Association USA's online products and services. Holstein Association USA must be notified immediately of any unauthorized use of your Holstein Association USA username and password.