

## **NPMA's PRIVACY POLICY**

Effective 10/1/2009

NPMA values individual privacy and we want to give our website visitors the opportunity to know what information we collect about them and how they can limit the use of personally-identifiable information beyond the purposes for which they first provided it. *At all times, however, NPMA reserves the right to disclose information where required by law or to comply with valid legal process (such as a search warrant, subpoena or court order), to protect NPMA's rights or property, including without limitation in the event of a transfer of control of NPMA or substantially all of its assets, or during emergencies when safety is at risk.*

### **Data We Collect and How We Use It**

#### **Personally Identifiable Information**

We collect your email address if you communicate with us by email, as well as other information that you might supply voluntarily, such as survey information.

If you purchase a product or service at our site, we will also ask for your credit card number or other account number you wish to be charged. We do not give out your credit card or other account information to third parties.

We may use this information to respond to an email or other inquiry or request, to help improve our website and our services, to customize your experience at our website, or to send updates or notices about our organization and the products we offer that we think may be of interest to you. We may also combine this information with other generally or publicly available information to help us identify visitors' preferences or interests. We may provide information that identifies you to companies that assist us in these activities, such as helping us fulfill your request for a product, service or information.

NPMA collects information from its members (including names, addresses, business phone numbers, business fax numbers, and email addresses) for inclusion in a membership directory database that is searchable to the association's members. Access to search the directory information is available only to NPMA's members on NPMA's website. Further, with the members' express approval, NPMA may occasionally provide, sell, or rent limited data to third parties, including companies that offer products and services for sale to NPMA's members. This limited data includes name, job title, company/organization, and business addresses, but does not include business phone number or fax number.

#### **Children's Privacy**

NPMA's website is intended for adults. NPMA does not knowingly collect personal information from children under the age of 13. If NPMA obtains knowledge that it has personally identifiable information about a child under 13 in retrievable form in its files, NPMA will delete that information from our existing files. There are commercially available filtering services and software that limit access to objectionable information.

#### **Cookies & Computer-Related Information**

NPMA does not enable "cookies" on our website with one exception. A cookie is used in website system administration to keep track of movement of an individual user from one screen to another. This information may be used by our staff to detect and resolve website problems and to assist with customer support. We do not collect any personally identifiable information about site visitors in this process.

Our web server automatically collects information from your computer and navigation patterns when you visit our site, including your Internet Protocol (IP) address, the computer's operating system, the type of browser you use, and the specific web pages visited during your connection. We may also track data such as the total number of visits to our website and the number of visitors to each page of our website.

We may use this information, in aggregate form, for system maintenance and to better understand how our visitors use our site and services so that we can make them better. NPMA may also share statistical or demographic information in aggregate form with third parties for marketing or research purposes. This aggregate data will not contain any information that personally identifies you.

### **How You Can Control and Update Data About You**

We want to be sure that we keep only the most accurate and up-to-date information about you in our records. Therefore, whenever you believe that your contact information needs to be updated, you can email us at [membership@npma.org](mailto:membership@npma.org) to correct or update your contact information.

You may choose at any time to remove your name, telephone and fax numbers, and postal and email addresses from the lists we use to send notices or updates to you and may elect not to receive correspondence from us by emailing at [hq@npma.org](mailto:hq@npma.org).

Users may request that NPMA refrain from disclosing to third parties the data it collects by checking the 'opt out' box that appears on the application form and in the member's profile. Alternatively, users may contact NPMA at [hq@npma.org](mailto:hq@npma.org).

Other Internet sites you visit - including those linked from the NPMA website - may have their own privacy policies or no policy at all. Other websites might use personal information differently than our policy permits. We strongly encourage you to review the privacy policies of any site before providing any personal information.

For questions about this policy, please contact NPMA at 727-736-3788 or at [hq@npma.org](mailto:hq@npma.org).