

## **FINAL DRAFT**

### **NSC Privacy Policy**

The National Safety Council website, nsc.org (the "Site") is a service of the National Safety Council (NSC), a nonprofit organization chartered by Congress with the mission of eliminating preventable deaths. This Privacy Policy applies only to information that we collect from users of the Site. By using this Site, you consent to the data practices described in this policy. NSC is committed to your privacy and protecting your information. This statement is to explain how the information you share with us is used.

We may revise this privacy policy from time to time. When we do, we will also revise the "last updated" date at the bottom of this privacy policy and archive the previous version with access. Users are responsible for regularly reviewing the current privacy policy. Continued use of the site after we post any revisions constitutes your agreement to any such revisions.

#### **What information do we collect from this Site?**

We collect certain information automatically each time you visit the Site to customize your experience while visiting the Site, to provide general statistics regarding use of the Site and to evaluate and improve the design and operation of the Site. This may include, without limitation, your IP address, the type of computer you use, and the web browser you use.

We do not collect any personally identifiable information unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services available on the Site. This information may include your name, your email or street address and phone number. We may collect this information when you register to use this Site, create an account on this Site, subscribe to a newsletter and update and/or modify information that is maintained on the Site.

#### **Use of Cookies**

We may also use "cookies" and "web beacons." A cookie is a small amount of data that is sent to your browser from a web server and stored on your computer's hard drive. Among other things, cookies provide a means for websites you visit to keep track of your online patterns and preferences. A cookie will not allow a website to learn any personally identifiable information (such as your real name and address) that you have not otherwise disclosed. Web beacons, also known as clear GIFs or single-pixel GIFs, are small image files that we may place on web pages and within web-based email newsletters that we send. Working in conjunction with cookies, web beacons allow us to accurately count the number of unique users who have visited a specific page and the number of times those pages are displayed. We can also use web beacons to let us know how many people opened a web-based email newsletter.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Site.

In addition, the Site uses web analytics services, such as Google, that use cookies to help analyze how users view the Site. The information generated by the cookie about your use of the Site (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the Site, compiling reports on website activity for website operations and providing other services relating to website activity and Internet usage. Google may also transfer this information to third parties where required to do so by law or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. By using this Site, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

### **How do we use the information we collect?**

We use personally identifiable information for the purpose for which it was provided to us. For example, we may use personally identifiable information that you submit when registering for the Site to establish your online account, to send you newsletters, information and reports that you may be interested in, and/or to contact you directly about products or services that you may have purchased or be interested in. We may use personally identifiable information that you submit to apply for a job for purposes of evaluating your candidacy for any applicable jobs. We may also use personally identifiable information to send you emails about the Site, respond to emails, provide customer support, promotional offers, alerts and other similar matters or general communications.

We may use non-personally identifiable aggregate information to help us run and maintain the Site, study traffic patterns and generally learn about the usage of the Site. We may also use such information for purposes of system administration, to improve the design and content of the Site, and/or to enable us to personalize your Internet experience.

We may use certain tools or services to keep track of the websites and pages our users visit within the Site, to determine what services our users prefer. This data is used to deliver customized content and advertising within the Site to users whose behavior indicates that they are interested in a particular subject area.

### **How is the information that is collected disclosed?**

We may share information obtained from the Site with our Chapters, partners and/or other similar organizations. Except as provided in this Privacy Policy, (a) we do not sell, rent or trade with unaffiliated third parties any personally identifiable information that you

provide to us through the Site, and (b) we do not share such information with third parties.

We may disclose personally identifiable information about you to third parties who provide services to us and who agree to maintain such information in accordance with this Privacy Policy. These third parties may provide a variety of services to us including, without limitation, hosting this Site, processing and storing user information, updating your customer information records in our database (including address verification), and sending or coordinating the sending of marketing communications on our behalf.

We may disclose personally identifiable information in special cases with or without notice to you when we have reason to believe that disclosing such information is necessary to identify, contact or bring legal action against someone who may have breached our Terms of Use or who may be causing injury to or interference with (either intentionally or unintentionally) our rights or property, other users of the Site or anyone else who could be harmed by such activities. We may also disclose personally identifiable information when we reasonably believe that the law requires it.

If you are subscribed to our Safety+Health magazine, the magazine sells its circulation list to third parties.

We may acquire, sell or change our affiliation with independent Chapters or other organizations or engage in other business purchases, sales or affiliations. In such transactions, personally identifiable information is sometimes one of the transferred business assets, but remains subject to any pre-existing Privacy Policy. If part of our organization were to be sold or merged with another organization, or if NSC declares bankruptcy, some or all of the information collected from you may be transferred to a third party as a result of the transfer of assets.

We may disclose non-personally identifiable information in aggregate form to third parties including, without limitation, advertisers and business partners.

### **Do users have a choice as to whether to provide information to us?**

You can choose not to provide personally identifiable information to us. However, if you do not provide such information, you may not be able to access or use certain portions of the Site. If you receive additional emails from the Council, you can always opt out by unsubscribing, as indicated at the bottom of the email.

### **Can users access their information?**

If you are a registered NSC member user, you can access, change, correct and update the personally identifiable information that you provide through your membership account.

### **How do we protect the security of users' information?**

We maintain physical, electronic and procedural safeguards to reduce the risk of unauthorized access to personal information. We use Secure Sockets Layer (SSL) Protocol when we transmit personal information (such as credit card numbers) to another website. However, although we employ such safeguards, information transmitted on the Internet and/or stored on systems connected to the Internet is not 100% secure and there are security and privacy limitations inherent to the Internet that are beyond our control. As a result, we cannot ensure, warrant or guarantee the security or integrity of such information.

### **How do we protect a child's privacy?**

The Site is a general audience website. We do not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this Site.

### **Does the Site contain links to other websites?**

While you are using the Site, you may be linked or directed to other third party sites outside of the Site that are beyond our control. Each of these third parties may have a privacy policy different from ours. Please review the privacy policies of these sites. We are not responsible for any actions or privacy policies of such third parties. The Council includes links to other Sites that may be helpful to you; however, links from the Site to another website shall not represent an endorsement by NSC, its members, board of directors, committees, Divisions or staff.

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