

## **PRIVACY STATEMENT**

This privacy statement covers the site WWW.NAWCCB.ORG because this website wants to demonstrate its commitment to our users privacy, we are disclosing:

1. What personally identifiable information NAWC<sup>®</sup> collects.
2. How NAWC<sup>®</sup> uses the information.
3. With whom NAWC<sup>®</sup> may share user information.
4. What choices are available to users regarding collection, use and distribution of the information.
5. What types of security procedures are in place to protect the loss, misuse or alteration of information under NAWC<sup>®</sup> control.
6. How users can correct any inaccuracies in the information.

## **Information Collection and Use**

### **Information Collection**

NAWC<sup>®</sup> is the sole owner of the information collected on NAWCCB.org. NAWC<sup>®</sup> collects information from our users at several different points on our website.

### **Application Form**

In order to sign up for The NAWC<sup>®</sup> "Wound Care Certification Examination", a user must complete the application form. During registration a user is required to give contact information (such as name and email address). We use this information to contact the user about services on our site and for acceptance of examination privileges, for which he/she has expressed interest. We also require a user's professional license number(s) for verification of credentials, active status, and for tracking of certification status with the NAWC<sup>®</sup>.

### **Order**

We request information from the user on our order form. A user must provide contact information (such as name, email, and shipping address) and financial information (such as credit card number, expiration date, security code). This information is used for billing purposes and to fill customer's orders. If we have trouble processing an order, the information is used to contact the user.

## **Information Use**

### **Cookies**

NAWCCB.org does not place or use cookies from our website. A cookie is a piece of data stored on the user's computer tied to information about the user. This privacy statement covers the use of cookies by NAWC<sup>®</sup> only and does not cover the use of cookies by any advertisers.

### **Log Files**

Like most standard Website servers we use log files. This includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track user's

movement in the aggregate, and gather broad demographic information for aggregate use. IP addresses, etc. are not linked to personally identifiable information. We use a tracking utility provided by Yahoo Web Hosting Site Statistics, that uses log files to analyze user movement.

## **Communications from the Site**

### **Email Responses**

When a visitor to our site submits an email question or statement to us, we will use the senders email address for responses only.

### **Special Offers and Updates**

In the event that NAWCCB.org offers update or special offers via the web, we will then send all new members a welcoming email to verify password and username. Established members will occasionally receive information on products, services, special deals, and a newsletter. Out of respect for the privacy of our users we present the option to not receive these types of communications. Please see the Choice and Opt-out sections.

### **Newsletter**

If a user wishes to subscribe to our newsletter, we ask for contact information such as name and email address. Out of respect for our users privacy we provide a way to opt out of these communications. Please see the Choice and Opt-out sections.

### **Service Announcements**

On rare occasions it is necessary to send out a strictly service related announcement. For instance, if our service is temporarily suspended for maintenance we might send users an email. Generally, users may not opt-out of these communications, though they can deactivate their account. However, these communications are not promotional in nature. Users may opt-out of these communications. Please see our Choice and Opt-out section.

### **Customer Service**

We communicate with users on a regular basis to provide requested services and in regards to issues relating to their account we reply via email or phone, in accordance with the user's wishes.

## **Sharing**

### **Legal Disclaimer**

Though we make every effort to preserve user privacy, we may need to disclose personal information when required by law wherein we have a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order or legal process served on our website.

### **These are the instances in which we will share users' personal information:**

#### **Third Party Intermediaries**

We use an outside shipping company to ship orders, and a credit card processing company to bill users for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes.

#### **Business Transitions**

In the event NAWC<sup>®</sup> goes through a business transition, such as a merger, being acquired by another company, or selling a portion of its assets, users' personal information will, in most instances, be part of the assets transferred. Users will be notified via email and prominent notice on our website for 30 days prior to a change of ownership or control of their personal information. If as a result of the business transition, the users' personally identifiable information will be used in a manner different from that stated at the time of collection they will be given choice consistent with our notification of changes section.

### **Choice/Opt-out**

Our users are given the opportunity to "opt-out" of having their information used for purposes not directly related to our site at the point where we ask for information. For example, our order form has an "opt-out" mechanism so users who buy a product from us, but do not want any marketing material, may keep their email address off our lists.

Users who no longer wish to receive our newsletter and promotional communications may opt-out of receiving these communications by replying with "unsubscribe" in the subject line in the email, or they may email us directly at [webmaster@nawccb.org](mailto:webmaster@nawccb.org). To opt-out a user may also contact us at:

National Alliance of Wound Care<sup>®</sup>  
5464 North Port Washington Road #134  
Glendale, WI 53217

Users of our site are always notified when their information is being collected by any outside parties. We do this so our users may make an informed choice as to whether they should proceed with services that require an outside party.

### **Links**

This website contains links to other sites. Please be aware that we, NAWC<sup>®</sup>, are not responsible for the privacy practices of other such sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every website that collects personally identifiable information. This privacy statement applies solely to information collected by this website.

### **Surveys & Contests**

From time-to-time our site requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. The requested information typically includes contact information (such as name and shipping address), and demographic information (such as zip code). Contact information will be shared with the contest or survey sponsors in order to notify the winners and award prizes.

Anonymous survey information will be used for purposes of monitoring or improving the use and satisfaction of this site. Users' personally identifiable information is not shared with third parties unless we give prior notice and choice. Although we may use an intermediary to conduct these surveys or contests, they may not use users' personally identifiable information for any secondary purposes.

### **Tell-A-Friend**

If a user elects to use our referral service for informing a friend about our site, we ask them for the friend's name and email address. NAWC<sup>®</sup> will automatically send the friend a one-

time email inviting them to visit the site. NAWC® stores this information for the sole purpose of sending this one-time email and tracking the success of our referral program. The friend may contact NAWC® at [webmaster@nawccb.org](mailto:webmaster@nawccb.org) to request the removal of this information from our database.

## **Security**

This website takes every precaution to protect our users' information. When users submit sensitive information via the website, their information is protected both online and off-line. If users have any questions about the security at our website, they may send an email to us at [webmaster@nawccb.org](mailto:webmaster@nawccb.org).

## **Supplementation of Information**

In order for this website to properly fulfill its obligation to users, it is necessary for us to supplement the information we receive with information from 3rd party sources.

License Verification - NAWC® verifies status of all licensed applicants with the appropriate state board licensing agency, for determination of eligibility to sit for the Certification Examination.

## **Correcting/Updating/Deleting/Deactivating Personal Information**

If a user's personally identifiable information changes (such as zip code, phone, email or postal address), or if a user no longer desires our service, we provide a way to correct, update or delete/deactivate users' personally identifiable information. This can usually be accomplished by emailing Customer Support at [webmaster@nawccb.org](mailto:webmaster@nawccb.org), or else by contacting us via postal mail at the address listed below.

## **Notification of Changes**

If we decide to change our privacy policy, we will post those changes to this privacy statement, the homepage, and other places we deem appropriate so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We will use information in accordance with the privacy policy under which the information was collected.

If, however, we are planning to use users' personally identifiable information in a manner different from that stated at the time of collection we will notify users via email. Users will have a choice as to whether or not we use their information in this different manner. However, if users have opted out of all communication with the site, or deleted/deactivated their account, then they will not be contacted, nor will their personal information be used in this new manner. In addition, if we make any material changes in our privacy practices that do not affect user information already stored in our database, we will post a prominent notice on our website notifying users of the change. In some cases where we post a notice we will also email users, who have opted to receive communications from us, notifying them of the changes in our privacy practices.

## **Contact Information**

If users have any questions regarding our privacy policy, please contact us

at:

National Alliance of Wound Care®  
5464 North Port Washington Rd. #134  
Glendale, WI 53217  
Email: [Webmaster@nawccb.org](mailto:Webmaster@nawccb.org)