

## **National Rural Health Association is committed to protecting the privacy of our members and all users of our online services**

### **PRIVACY POLICY**

National Rural Health Association (either "we" or "us") is committed to protecting the privacy of our members and all users of our online services. The following discloses our policy for gathering and disseminating information for this Web site located at [www.nrharural.org](http://www.nrharural.org) (the "Site"). If you have any questions about your rights as a user of this Site, you may contact [National Rural Health Association](mailto:National Rural Health Association).

Note: This privacy policy applies to the Site located at [www.nrharural.org](http://www.nrharural.org) and to our offline practices. This online privacy policy does not apply to the Web sites of other companies, individuals, or organizations to which we may provide links. These Web sites may have different policies relating to your privacy and information they collect about you. Visitors should consult other sites' privacy policies, as we have no control over information that is submitted to, or controlled by, third parties.

Certain parts of this policy are applicable to members, while other parts apply to nonmembers. A member is a person or organization that (i) is current with payment of their membership dues and (ii) is in good standing. A nonmember is any other person or organization other than a member. For questions on whether you may be a member or a nonmember, please contact us at [members@nrharural.org](mailto:members@nrharural.org).

#### **A. Information We Collect**

We collect two types of information about you when you visit the Site: personal information (such as, your name, address, telephone number, e-mail address, and credit card number), and non-personal, aggregate information (such as information regarding the pages on our Site you have visited and your IP address).

##### **1. Personally Identifiable Information**

The only personally identifying information that we collect and store about you is the information that you have chosen to provide to us. For example, if you become a member of Nrharural.org, we will collect your name, address, E-mail address and other personal information so that we can process your requests. Further, if you make a purchase from the Site, we will collect your name, address, credit card number and other personal information in order to fulfill your order. We also may collect your personal information when you contact us via the Site.

##### **2. Non-Personally Identifiable Information**

We collect and use non-personally identifiable information about you in the following ways:

Your Internet Protocol (IP) address or the proxy address of your Internet Service Provider (e.g. AOL, CompuServe, Comcast, etc.);  
The resource on our server accessed as a result of the request, such as the web page, image, etc.;  
The query in the request;  
The name and version of your web browser;  
The content of any sent or received cookie, as defined below;  
The Uniform Resource Locator ("URL") that was accessed before making the request for our web server.

This information is commonly collected by Web sites. It is only used to help us make our site more useful for you. With this data we learn about the number of visitors to our Site and the types of technology our visitors use.

#### a. Cookies

Some parts of this Web site may use a "cookie." A cookie is a small amount of data that is sent to your browser from a Web site's computers and stored on your computer's hard drive. It often includes an anonymous unique identifier. There are two types of cookies: non-persistent and persistent cookies.

A non-persistent cookie enables a Web site to temporarily store information on your computer as you travel from one page to another. This cookie is automatically deleted from your machine when you close your browser.

A persistent cookie is kept even when you close your browser. You can manually delete these cookies using commands specific to your browser and computer system.

The National Rural Health Association Web site uses non-persistent cookies to help track items put in your shopping cart and to allow a member to remain logged in as they move among Web pages.

National Rural Health Association uses a persistent cookie if a member selects the "Remember me on this computer" option when logging in so that the member does not have to re-enter their User ID and password on subsequent Site visits. National Rural Health Association also, on an anonymous basis, uses persistent cookies to help track the number of times a person visits the Site.

National Rural Health Association only reads cookies written by our site. It does not use cookies to obtain information on other Web sites that you may visit.

You may set your browser to warn you when placement of a cookie is requested, and decide whether or not to accept it. Please note that by rejecting a cookie, some of the Site features may not function properly.

#### b. Referrers, IP Addresses and Environmental Variables

We collect information through "referrers," IP addresses, and various environmental variables. A "referrer" is information the web browser passes along to the Nrharural.org web server that references the URL from which you came. An "IP Address" is a number used by computers on a network to identify your computer so that data can be transmitted to you. An "environmental variable" may include, among other things, the domain from which you access the Internet, the time you accessed the web site, the type of web browser and operating system or platform used, the Internet address or the web site you left to visit the web site, the pages you visit while at the web site and the Internet address of the web site you then visit. We may collect IP address information in order to administer the web site and to gather broad demographic information.

This information is commonly collected by Web sites. It is only used to help us make our site more useful for you. With this data we learn about the number of visitors to our Site and the types of technology our visitors use.

## **B. Sharing Your Information with Third Parties**

### 1. Disclosure of Information by Us

#### (a) Members

We may share our members' personally and non-personally identifiable information with third parties in order to fulfill a member request or otherwise complete a service.

In the unlikely event that all or substantially all of our assets are sold or transferred to another party, we may transfer the personally identifiable information of our members to the acquiring entity.

We also reserve the right to disclose the personal and non-personal information of our members if we reasonably believe we are required to do so by law; to protect our self or to protect the rights of another user; to reduce the risk of credit or other kind of fraud; or to comply with a court order.

Though we may also from time to time share the personal information of our members with third parties for research and development purposes, we will not sell, rent or lend such personal information to any third parties, other than as specifically disclosed in this policy.

#### (b) Nonmembers

We may share the personally identifiable information of our nonmembers with any affiliates, partners, agents, or other parties whose products and services may be of interest to you. If you are a nonmember and do not want us to share your information in this manner, please see the "CHOICE" section below.

We may also share our nonmembers' personally and non-personally identifiable information with third parties in order to fulfill a nonmember request or otherwise complete a service.

In the unlikely event that all or substantially all of our assets are sold or transferred to another party, we may transfer the personally identifiable information of our nonmembers to the acquiring entity.

We also reserve the right to disclose the personal and non-personal information of our nonmembers if we reasonably believe we are required to do so by law; to protect our self or to protect the rights of another user; to reduce the risk of credit or other kind of fraud; or to comply with a court order.

### **C. User IDs and passwords**

Members who have registered to access member-only content on the Site have unique user IDs and passwords. Users who register on the Site may use their E-mail address or other user name as their user ID and may choose their own passwords.

Passwords are the private property of registered users. Users should not share their passwords with third parties. For reasons of security and privacy, we will not give out passwords to anyone. If you forget your password, you can request that your account information be re-sent to the E-mail address you originally provided during registration.

### **D. Third Party Links**

This web site may contain links to other sites. Additionally, third party sites may from time to time link to the Site. PLEASE BE AWARE THAT WE ARE NOT RESPONSIBLE FOR THE CONTENT OR PRACTICES OF ANY OTHER SITES. We encourage our users to read the privacy statements of each and every web site that they visit. Our privacy policy applies solely to the Site, located at [www.nrharural.org](http://www.nrharural.org).

### **E. Choice**

We provide you with the following choices regarding the use of your information:

You may choose not to provide us with any personal information;

You may set your browser not to accept cookies, or to warn you when a cookie is being placed on your computer. If you choose not to accept cookies, however, your ability to navigate this web site may be hindered and you will not be able to use our online shopping cart.

If you would like to unsubscribe to any of our services or would like us to remove you from any of our mailing lists, please E-mail [privacy@nrharural.org](mailto:privacy@nrharural.org);

You may access the personal information we have collected about you and correct any inaccuracies. Please contact us by E-mail at [privacy@nrharural.org](mailto:privacy@nrharural.org) or by contacting us at the following address: Attn: Member Services, National Rural Health Association, 521 E 63<sup>rd</sup> Street, Kansas City, MO 64110. Members who have registered online can also access and update their membership profile by [clicking here](#).

Members may request that their information to not be included in the member directory. If a member does not want to be included, please send an e-mail to [privacy@nrharural.org](mailto:privacy@nrharural.org).  
If you do not want us to share your information, please send an e-mail to [privacy@nrharural.org](mailto:privacy@nrharural.org).

#### **F. Security**

We make every effort to have reasonable security measures in place to protect the loss, misuse, or alteration of information under our control, including using Secure Sockets Layer (SSL) technology in our shopping cart to collect and transmit your information.

If you have any questions about the security of our web site, please contact [privacy@nrharural.org](mailto:privacy@nrharural.org).

#### **G. Notification of Changes**

If we decide to change our privacy policy, we will post those changes on our privacy policy so you will always be aware of what information we collect, how we use it, and under what circumstances we disclose it. If at any point we decide to use personally identifiable information in a manner materially different from that stated at the time it was collected, we will notify you. You will then have a choice as to whether or not we may use your information in this manner. We will use information in accordance with the privacy policy under which the information was collected.

#### **H. Contacting National Rural Health Association**

If you have any questions about this privacy statement, the practices of National Rural Health Association or its online service, or any other aspects of this Web site, please contact [privacy@nrharural.org](mailto:privacy@nrharural.org) or call our Communications department between 9:00 a.m. and 5:00 p.m. Monday - Friday, Central Standard Time at 816-756-3140.

All information you provide in any written communication will also be covered by this policy.

*Effective Date: August 16, 2011*