

# **TEXAS NURSES ASSOCIATION**

## **PRIVACY POLICY**

At Texas Nurses Association, we recognize the sensitive nature of your personal and business information. For your protection, all information transmitted by you to us while visiting this website is secured using the latest technology in software encryption and security.

Texas Nurses Association provides this privacy policy in order to demonstrate our firm commitment to Internet privacy and to make you aware of our privacy practices, and of the choices you can make about the way your personal and business information is collected and used by Texas Nurses Association. The areas covered in this policy are as follows:

### **What personal information does Texas Nurses Association collect?**

#### **For each visitor to our website:**

As a matter of practice, we collect the domain name, e-mail address, Uniform Resource Locator (URL), and Internet Protocol (IP) address of visitors to our website. Information is also collected on those who post messages to our bulletin board, and those who communicate with us via e-mail, as well as those who provide us with their personal information through surveys, site registrations, or sweepstakes entries. In addition, Texas Nurses Association collects aggregate information on what pages visitors' access or visit.

#### **With respect to cookies:**

We use cookies to store visitors' preferences, record session information (such as items that Customers add to their shopping cart), record user-specific information on what pages users access or visit, alert visitors to new areas that we think might be of interest to them when they return to our site, and to record past activity in order to customize our site's content based on visitors' browser type or other information that the visitor may provide us with.

### **How is this information used by TEXAS NURSES ASSOCIATION?**

The information Texas Nurses Association collects is used by us to improve the content of our website, customize the content for individual visitors, notify visitors about our website updates, and contact customers for marketing purposes. Where appropriate, we share aggregated statistical information with our business partners. These statistics do not include personally identifying information.

Additionally, from time to time, TEXAS NURSES ASSOCIATION partners with third parties to provide site users with offers or services which may be of value to our users. In such instances, we will share a user's contact information with a third party to enable them to notify the user of the offer or service. We will never provide credit card

information to any third party, and you will always be provided with the opportunity to unsubscribe from any such list.

**E-mail:**

If you supply us with your e-mail address, you may receive periodic e-mails from us with information on new products and services or upcoming events. If you do not want to receive e-mails from us in the future, please let us know by sending us an e-mail to [tna@texasnurses.org](mailto:tna@texasnurses.org), calling us at 800-862-2022, or writing to us at 7600 Burnet Rd., Suite 440, Austin, TX 78757.

**Postal Mail:**

You may receive periodic mailings from us with information on new products and services or upcoming events. If you do not wish to receive such mailings, please let us know by sending us an e-mail to [tna@texasnurses.org](mailto:tna@texasnurses.org), calling us at 800-862-2022, or writing to us at 7600 Burnet Rd., Suite 440, Austin, TX 78757.

You may also receive mailings from other companies. You can, however, have your name put on our do-not-share list by sending us an e-mail to [tna@texasnurses.org](mailto:tna@texasnurses.org), calling us at 800-862-2022, or writing to us at 7600 Burnet Rd., Suite 440, Austin, TX 78757. Please provide us with your exact name and address. We will be sure your name is removed from the list we share with other organizations.

**Phone:**

Persons who supply us with their telephone numbers online may receive telephone contact from TEXAS NURSES ASSOCIATION with information regarding new products and services or upcoming events. If you do not wish to receive such telephone calls, please let us know by sending us an e-mail to [tna@texasnurses.org](mailto:tna@texasnurses.org), calling us at 800-862-2022, or writing to us at 7600 Burnet Rd., Suite 440, Austin, TX 78757. We will be sure your name is not shared with other organizations.

**With respect to Ad Servers:**

We do not partner with, or have special relationships with, any ad server companies.

**Survey Information:**

We may on occasion seek information on our customer base via electronic or print surveys. Participation is optional. Survey contact information (name, e-mail, address, etc.) is used to request more information in relation to the survey when necessary. We may also use contact information to send out personalized and/or targeted promotional material on [www.texasnurses.org](http://www.texasnurses.org) or other third parties. Survey participants may opt-out of future mailings by following the instructions in the mailing. Surveys also capture demographic information (zip code, age, etc.). This information is used to tailor the shopping experience of [www.texasnurses.org](http://www.texasnurses.org) visitors on a personalized basis.

## **How is my personal information secured?**

### **Credit Card Processing and Security:**

At [www.texasnurses.org](http://www.texasnurses.org), our secure server encrypts all payment information that you transmit to us while using our site. We use the latest 128-bit encryption technology to keep your personal information safe, including your user name, password, and credit card number and expiration date. The encryption process takes personal information and converts it into code that is securely transmitted over the Internet. If you experience fraudulent use of your credit card as a result of using your credit card to make a purchase through [www.texasnurses.org](http://www.texasnurses.org), you must notify your credit card provider in accordance with its reporting rules and procedures.

Credit card transactions are handled by a third-party financial institution that receives the credit card number and other personal identifying information only to verify the credit card numbers and process transactions.

## **What is the policy of TEXAS NURSES ASSOCIATION**

### **Product Information:**

Our website, [www.texasnurses.org](http://www.texasnurses.org) contains information on a wide variety of products and services. We also provide links to partner and affiliate sites for additional information on their products and services. While we try to ensure that these sites adhere to a privacy policy that is consistent with this policy, we are not responsible for the privacy practices or content of other websites and do not make any representations regarding how such sites use customer information.

## **How might this policy change in the future?**

### **Future Use:**

From time to time, we may use customer information for new, unanticipated uses not previously disclosed in our privacy notice. If our information practices change at some time in the future, we will post the policy changes to our website to notify you of these changes and provide you with the ability to opt out of these new uses. If you are concerned about how your information is used, you should check back at our website periodically.

Members and visitors may prevent their information from being used for purposes other than those for which it was originally collected by calling us at the number provided below, e-mailing us at the below address, or writing us at the below address.

## **How can I access or change my personal information?**

### **Access to Personal Information:**

We provide Members and site visitors with access to unique identifier information (e.g., customer number or password) that we maintain about them, transaction information (e.g., dates on which customers made purchases, amounts, and types of purchases) that we maintain about them, and contact information (e.g., name, address, phone number) that we maintain about them.

Members can access this information by logging in to the system or by calling us at the number provided below, e-mailing us at the below address, or writing us at the below address. Upon request, we offer visitors the ability to have inaccuracies corrected in contact information, and unique identifiers.

Customers can have this information corrected by sending us an e-mail at the below address, calling us at the below telephone number, or writing to us at the below address.

With respect to security: We always use industry-standard encryption technologies when transferring and receiving customer data exchanged with our site. When we transfer and receive certain types of sensitive information, such as financial information, we redirect visitors to a secure server and will notify visitors through a pop-up screen on our site. We have appropriate security measures in place in our physical facilities to protect against the loss, misuse, or alteration of information that we have collected from you at our site. If you feel that this site is not following its stated information policy, you may contact us at the below addresses or phone number.

## **How do I contact TEXAS NURSES ASSOCIATION?**

**Our postal address is:**

**Texas Nurses Association**

**7600 Burnet Rd., Suite 440**

**Austin, TX 78757**

**We can be reached via e-mail at [tna@texasnurses.org](mailto:tna@texasnurses.org).**

**We can be reached via telephone at 1-800-862-2022.**