

## **WSCA Privacy Policy**

WSCA respects the privacy of visitors to its Web site and its member companies. WSCA strongly believes that if electronic commerce and online activities are to flourish, consumers must be assured that information provided online is used responsibly and appropriately. To protect online privacy, WSCA has implemented the following policy.

### **What Information Does WSCA Collect?**

Most data WSCA collects are not personal but business related to help WSCA better serve its members. WSCA does, however, collect members home addresses and phone numbers, allowing the association to communicate with its members during the summer months when many are not available at their work addresses.

### **From the General Public Using Unrestricted WSCA Files**

Our goal is to become your destination for school counselor information by providing information, services, and product offerings that are most relevant to you in the most convenient way. To achieve this goal, WSCA Websites collect information about site visitors.

Information collected online is usually defined as being either anonymous or personally identifiable.

Anonymous information refers to data that cannot be tied-back to a specific individual. WSCA collects some information each time a visitor comes to a WSCA website, so we can improve the overall quality of the visitor's online experience. For example, WSCA collects the visitor's IP address, browser, and platform type (e.g., Internet Explorer browser on a Windows platform). Gathering this data helps us to learn what browsers we need to support. Other anonymous information helps us determine what sections of WSCA Websites are most popular and how many visitors come to our site(s). You do not have to register with WSCA Websites before we can collect this anonymous information.

Personally identifiable information refers to data that tells us specifically who you are (e.g., your name, home and/or work email address, postal address, phone number and/or fax number, and your employer and job title, and if you are making a purchase, your credit card information). You are only required to provide such information if you want to take advantage of optional products and services provided through our website(s). We may also collect demographic information about you (e.g., birth year, certification designation, etc.).

**WSCA** collects personal information in the following ways from different parts of its website(s):

- **WSCA Membership Applications:** You are sharing personally identifiable information (e.g., your name, home and/or work email address, postal address, phone number and/or fax number, and your employer and job title, etc., and if you are making a purchase, your

credit card information) and demographic information about you (e.g., birth year, certification designation, etc.) with us when you join WSCA or renew your WSCA membership through our website(s). WSCA members will have WSCA membership log-in credentials which enable members to take advantage of restricted content and features on WSCA Websites.

- **Other Registration:** When registering for specific services you may be asked for the same type of personally identifiable information (e.g., your name, home and/or work email address, postal address, phone number and/or fax number, and your employer and job title, etc., and if you are making a purchase, your credit card information) and demographic information about you (e.g., birth year, certification designation, etc., and in the case of certification applications, felony convictions). For example, if you subscribe to an e-mail newsletter, you will be asked to provide your e-mail address.
- **Online Purchases:** When you make a purchase using the WSCA Store or when you subscribe to a WSCA publication through our website we may also ask for the same type of personally identifiable information (e.g., name, home and/or work email address, postal address, phone number and/or fax number, and your employer and job title, etc., and if you are making a purchase, your credit card information) and demographic information about you (e.g., birth year, certification designation, etc.). The number and variety of useful services on WSCA Websites that may require collection of personally identifiable information and demographic information about you will continue to grow in the future.

### **From WSCA Members, Conference Registrants and Other Customers**

To gain access to some of the members-only areas of WSCA's Web site, users are asked to provide some limited information. These data are submitted voluntarily. WSCA asks users to provide their name, job title, school or organization, work and home address, work and home phone, fax and e-mail, and users may choose to provide WSCA with their credit card accounts to make payments. Similar information may be submitted to WSCA through membership applications, conference or seminar registration.

### **A Note About Children**

WSCA encourages its younger visitors to get their parents' permission before providing any information to WSCA. Although the nature of the Internet makes it impossible for WSCA to know the age of its visitors, keep in mind that WSCA does not collect any personal information about people of any age who visit the unrestricted areas of its Web site. Moreover, it is unlikely that WSCA will inadvertently collect personal information voluntarily submitted, as through conference registrations or order forms, because WSCA requires the name of an employer or a credit card account number - information that should exclude all but the most precocious minor.

## **Use of Cookies**

A cookie is a small text file containing a unique identification number that is transferred from a website to the hard drive of your computer. This unique number identifies your web browser-but not you-to WSCA computers whenever you visit WSCA Websites. A cookie will not provide personally identifiable information about you, such as your name and address. The use of cookies is an industry standard, and cookies are currently used on most major websites. Most web browsers are initially set up to accept cookies. If you prefer, you can reset your browser to notify you when you have received a cookie. You can also set your browser to refuse to accept cookies altogether. While WSCA does not require you to use cookies, keep in mind that certain services will not function properly if you set your browser to refuse all cookies. To help serve you better, WSCA generally uses cookies to:

- Identify return visitors. Cookies let us remember your web browser so we can provide personalized member services such as My WSCA and WSCA search agents. Cookies also allow us to identify WSCA members who are returning to the site.
- Display advertisements. WSCA uses an outside ad company to display WSCA-approved ads on our website and other websites. While we use cookies on other parts of our website(s), the cookies received with banner ads are collected by our ad company. These cookies allow WSCA to manage the delivery of ads and do not collect personally identifiable information.

## **How Does WSCA Use Data Collected?**

WSCA uses other information voluntarily submitted by members, conference registrants, and other customers in the following ways:

### **WSCA Member Services and Products**

Generally, WSCA uses data it collects to improve its own Web content; to respond to visitors' interests, needs and preferences; to develop new products and services; and to provide individuals and their companies with information about complimentary WSCA products, services, promotions or special offers.

### **Credit Card Account Information**

WSCA Websites have security measures equal to or better than those reasonably expected in the industry, such as firewalls, in place to protect against the loss, misuse and alteration of your user data under our control. While we cannot guarantee that loss, misuse or alteration to data will not occur, we take reasonable precautions to prevent such unfortunate occurrences. Certain particularly sensitive information, such as your credit card number, collected for a commercial transaction is encrypted prior to transmission.

You are ultimately responsible for the security of your WSCA login credentials. You may not share your WSCA login credentials with colleagues or friends so they can access content or features that are restricted to WSCA members only. You should log out of your browser at the end of each computer session to ensure that others cannot access your personal information and correspondence, especially if you share a computer with someone else or are using a computer in a public place like a library or Internet cafe.

### **How Does WSCA Ensure Compliance with its Privacy Policy?**

WSCA is committed to making sure that its privacy policy is understood and respected by all of its staff and volunteers. WSCA has taken the following steps to ensure compliance. All contracted WSCA staff and volunteers who collect or disclose information about members and customers attend a training to ensure that they understand the privacy policy and how this policy affects an individual's job responsibilities.

WSCA members have an opt out option to not receive any further emails that may be categorized as commercial or a solicitation and can manage email subscriptions.

### **WSCA Handle Concerns or Complaints?**

WSCA believes that individuals should have the right to review their personal information to ensure its accuracy. If you wish to review your data, please contact WSCA. Members that are concerned about the treatment of their personal data should contact WSCA's executive director.