

## **Privacy Policy of the North American Bluebird Society, Inc.**

This privacy policy establishes and explains how the North American Bluebird Society, Inc., hereinafter referred to as NABS, uses and protects any information you provide when you use this website.

NABS is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you may be identified when using this website, NABS assures you that it will only be used in accordance with this privacy policy.

NABS may change its policy from time to time by updating this page. You are requested to check this page periodically to ensure that you are satisfied with any changes. The current policy has been in effect since **December 16, 2007**.

### **What information we collect**

We may collect the following information:

- Name
- Contact information including email address, regular mailing address and phone number
- Membership number and membership details
- Demographic information such as zip or postal code, preferences and interests
- Other information relevant to customer surveys and/or offers
- Your user preferences which specify what we do with the information we collect

### **What we do with the information we collect**

We require the above listed information to understand your needs, to provide you with better service, and in particular, for the following reasons.

- We may use the information to improve our own internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional notices about new products, special offers or other information which we think you may find interesting, using the email address which you have provided or by regular mail or not at all, depending on the user preferences you may select or revise at any time.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail, depending on the user preferences you may select.
- We may use the information to customize the website according to your personal interests and the interests of our other members.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## **Cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. When you agree, a cookie is inserted that helps analyze web traffic or lets us know you visited a particular site. Cookies allow web applications to respond to you as an individual. The application can tailor its operations to your needs, likes and dislikes, by collecting and remembering information about your preferences.

We use traffic log cookies to identify which pages are being visited. This helps us analyze data about web page traffic and improve our website by tailoring it to customer needs. The cookie information is only used for statistical analysis and then the data are removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose 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. This may prevent you from taking full advantage of the website.

## **Links to other websites**

Our website may contain links to enable you to easily visit other websites of interest. However, once you have used these links to leave our site, you should be aware that we do not have any control over the other websites. Therefore, we cannot be responsible for the protection and privacy of any information which you provide while visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to any website in question.

## **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

- Whenever you are asked to fill in a form on the website, look for the box you can click to indicate that you do not want the information used by anyone for direct marketing purposes.
- If you have previously agreed to our use of your personal information for direct marketing purposes, you may change your preferences at any time.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you indicate that you would like us to do so.

If you believe any information in our records about you is incorrect or incomplete, you may make corrections in the user preferences section of this site.