

# Proposed Website Privacy Policy

This **proposed** Privacy Policy governs the manner in which this site collects, uses, maintains and discloses information collected from users (each, a “User”).

## PERSONAL IDENTIFICATION INFORMATION

The National Association of Emergency and Fire Officials (NAEFO) may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit the NAEFO site, register on the NAEFO site, subscribe to a newsletter, respond to a survey, fill out a form, and in connection with other activities, services, features or resources NAEFO makes available on NAEFO's site. Users may be asked for, as appropriate, name, telephone number, and/or email address. NAEFO will collect personal identification information from Users only if they voluntarily submit such information to us. Users may visit NAEFO's site anonymously, and can always refuse to supply personally identification information, with the understanding that it may prevent them from engaging in certain site related activities.

## NON-PERSONAL IDENTIFICATION INFORMATION

NAEFO may collect non-personal identification information about Users whenever they interact with our site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our site, such as the operating system and the Internet service providers utilized and other similar information.

## WEB BROWSER COOKIES

NAEFO's site may use “cookies” to enhance User experience. User’s web browser places cookies on their computer for record-keeping purposes and sometimes to track information about them. User may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the NAEFO site may not function properly.

## GOOGLE ANALYTICS

Google Analytics is a web analysis service provided by Google Inc. (“Google”). Google utilizes the data collected to track and examine the use of NAEFO's site, to prepare reports on its activities and share them with other Google services. Google may use the data collected to contextualize and personalize the ads of its own advertising network. Personal Data collected: Cookie and Usage data. Our site also uses Google’s Interest-based advertising or 3rd-party audience data (such as age, gender, and interests) as part of Google Analytics Demographics and Interest Reporting.

## HOW NAEFO USES COLLECTED INFORMATION

NAEFO may collect and use Users personal information for the following purposes:

- To respond to questions or comments: Information provided helps NAEFO respond to inquiries.
- To improve NAEFO's site: NAEFO may use provided feedback to improve this site.
- To send periodic emails: NAEFO may use email addresses to respond to inquiries, questions, and/or other requests. If User decides to opt-in to NAEFO's mailing list, Users will receive emails that may include NAEFO news, updates, related product or service information, etc. If at any time the User would like to unsubscribe from receiving future emails, NAAEFO includes detailed unsubscribe instructions at the bottom of each email.

## HOW WE PROTECT USER INFORMATION

NAEFO adopts appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of User personal information, username, password, transaction information and data stored on our site.

## SHARING USER PERSONAL INFORMATION

NAEFO does not sell, trade, or rent Users personal identification information to others. NAEFO may share generic aggregated demographic information not linked to any personal identification information regarding visitors and Users with NAEFO's business partners, trusted affiliates for the purposes outlined above. NAEFO may use third party service providers to help it operate its business and the site or administer activities on its behalf, such as sending out newsletters or surveys. NAEFO may share User information with these third parties for those limited purposes provided that Users have given NAEFO User permission.

## THIRD PARTY WEBSITES

Users may find content on the NAEFO site that link to the sites and services of NAEFO partners, suppliers, advertisers, sponsors, licensors and other third parties. NAEFO does not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from NAEFO's site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to NAEFO's site, is subject to that website's own terms and policies.

## CHANGES TO THIS PRIVACY POLICY

NAEFO has the discretion to update this privacy policy at any time. When NAEFO does update this policy, the updated revision date will be at the bottom of this page. NAEFO encourages Users to frequently check this page for any changes to stay informed about how NAEFO is helping to protect the personal information collected. Users acknowledge and agree that it is User's responsibility to review this privacy policy periodically and become aware of modifications.

## USER ACCEPTANCE OF THESE TERMS

By using NAEFO's site, Users signify their acceptance of this policy. If Users do not agree to this policy, Users should not use the NAEFO site. User's continued use of the NAEFO site following the posting of changes to this policy will be deemed User acceptance of those changes.

## CONTACTING NAEFO

If Users have any questions about this Privacy Policy, the practices of this site, or User's dealings with the NAEFO site, please contact NAEFO by clicking [here](#)..

*Proposed adoption date: June 5, 2021*