

GWCO Privacy Policy

Great Western Council of Optometry (GWCO) respects individual privacy and values the confidence of its customers, employees, vendors, users and business partners. Not only does GWCO strive to collect, use, and disclose personally identifiable information (Personal Information) in a manner consistent with the laws of the countries in which it does business, but it also has a tradition of upholding the highest ethical standards in its business practices. GWCO abides by the Safe Harbor Principles developed by the U.S. Department of Commerce. This Privacy Policy sets forth the privacy principles that GWCO follows with respect to collection, usage and transfer of Personal Information.

Definitions

For purposes of this Privacy Policy, the following definitions shall apply:

“Personal Information” means any set of information that identifies or could be used to identify an individual.

Personal Information does not include information that is encoded or publicly available information not combined with private Personal Information.

“User” means any user of the GWCO application, including GWCO customers and their guests who may register or respond to GWCO Events, Surveys or Requests For Proposals (RFPs).

Notice

GWCO will not disclose or share Personal Information collected on its web site with any third party, except as required by law and/or pursuant to a governmental request, or as necessary to provide services. For example, GWCO may pass Personal Information to GWCO business partners or vendors necessary to process online/ecommerce payments and travel related reservations or Congress services. GWCO never has, and never will, use information collected by its customers via the GWCO system for any purposes other than those specifically designated by its customers.

IP Addresses. GWCO may use user IP addresses to diagnose problems with servers and to track website usage.

Choice

GWCO users may choose whether or not to submit Personal Information while using GWCO’s services. In some cases, GWCO requires Personal Information from users. In such cases, choosing to withhold Personal Information, may limit a user’s ability to use all of GWCO services.

Security

GWCO has security measures in place to protect against the loss, misuse and alteration of information under its control. GWCO uses CVENT, Inc to ensure protection of secure data with industry-standard firewall and password protection systems.

Data Integrity

GWCO will use Personal Information only in ways that are compatible with the purposes for which it was collected or subsequently authorized by the individual. Reasonable steps will be taken to ensure that Personal Information is relevant accurate, complete and current, to its intended use.

Web Site Links

GWCO contains links to other web sites. GWCO is not responsible for the privacy practices or content of these web sites.

Notification of Changes

As this Privacy Policy may be amended from time to time, please check back periodically to review any changes. The last modified date will be provided at the bottom of the page.

Contact Us

GWCO does everything it can to protect the privacy of its users. For questions about this Privacy Policy, the practices of this site, or dealings with this site, please contact GWCO at:

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gwco@gwco.org

Safe Harbor Direct Marketing Association 1615 L St, NW Ste 1100 Washington, DC 20036-5624 safeharbor@the-dma.org <http://www.dmaresponsibility.org/SafeHarbor/consumers.shtml>