

# **PRIVACY POLICY**

The Ohio Funeral Directors Association (“OFDA”) respects the privacy of its members and visitors to its website. The following Privacy Policy explains how OFDA collects, uses, and safeguards your information.

## **INFORMATION COLLECTION**

Visitors to OFDA’s website are anonymous. Personal information, such as your e-mail address is not collected. Your IP address (computer Internet address) is traced, but not linked to any personally identifiable information so that OFDA may track the number of visitors to various areas of the website and the amount of time that is spent in each area. Other information that may be collected automatically is the type of computer and operating system you are using, which is supplied by your browser.

When you register for a conference, become a member, or purchase/request a product or service, we collect information you provide such as your name, address, telephone number, e-mail address and credit card information. OFDA also collects and uses your personal information to operate its website and deliver the services you have requested. Additionally, OFDA uses your personally identifiable information to inform you of other products or services available from OFDA. OFDA may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

### *Cookies*

A “cookie” is a text file stored on your computer which includes information that identifies your computer and can be retrieved by our server to create a seamless browsing session. OFDA uses cookies to track users’ activity through the website in order to improve the website, to offer the user interactive features that would not be possible without them, and to recall specific information to save the user time during subsequent visits to the website.

## **INFORMATION USE**

### *Association Use*

Because of the special relationship we seek to maintain with our members, OFDA may, on occasion, send you e-mails regarding the association, news, events and products.

### *Security of your Personal Information*

OFDA secures your personal information from unauthorized access, use or disclosure. OFDA secures the personally identifiable information you provide on computer services in a controlled, secure environment, protected from unauthorized access, use or disclosure.

### *Third-Party Use*

OFDA does not sell, rent or lease its member list to third parties. OFDA may, from to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. OFDA may also provide the business partner with contact information for members, but only under contractual terms that restricts the use of that information only to the OFDA program and for no other purposes. In addition, OFDA may share data with third parties to help OFDA perform statistical analysis, send you e-mail or postal mail, provide customer support, or arrange for deliveries. In all such cases, the third parties are prohibited from using your personal information except to provide those services to OFDA, and they are required to maintain the confidentiality of your information.

OFDA does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

OFDA will disclose your personal information, without notice, only if required to do so by law and in the good faith belief that such action is necessary to: (a) conform to the requirements of federal or state law or comply with legal process served on OFDA; (b) protect and defend the rights or property of OFDA; and (c) act under exigent circumstances to protect the personal safety of users of the OFDA website or the public.

### *Credit Card Account Information*

OFDA does not disclose credit card information provided to it by members or visitors. Credit card account information is used only for obtaining payment for goods or services provided. Information is submitted to the appropriate clearinghouse and not disclosed in any other way.

## **LINKS TO OTHER SITES**

This website includes links to other websites. Since OFDA has no control over and is not responsible for the privacy policies or contents of those websites, OFDA encourages you to review the privacy and other policies of those websites.

## **PRIVACY POLICY UPDATES**

OFDA has attempted to create a privacy policy that is comprehensive, readable, and thorough. Despite our best efforts, we may find it necessary to revise it. Any changes will be made without prior notice. The current OFDA Privacy Policy will continue to be posted on our website. If you have questions or comments about our Privacy Policy, please send them to [Melissa@ofdaonline.org](mailto:Melissa@ofdaonline.org).

## **ACCEPTANCE OF POLICY**

By using the OFDA website, you are agreeing to the terms and conditions set forth in this Privacy Policy. OFDA reserves the right to change this policy at any time.