



## **WSVMA Privacy Policy** *Adopted 2 October 2008*

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### **1. Purpose/Scope**

The purpose of this Standard Operating Procedure (SOP) is to describe the online privacy policy of the Washington State Veterinary Medical Association's (WSVMA) website. This SOP is to advise and guide those who access and utilize the WSVMA website.

### **2. Policy**

Wsvma.org ("Site") is the web site of Washington State Veterinary Medical Association ("WSVMA").

WSVMA's official Internet site is owned and operated by WSVMA and is provided as a service to WSVMA's members and other visitors. Please feel free to browse this Site; however, your access to and use of this Site is subject to the following terms and conditions of use ("Terms and Conditions") and all applicable laws. By accessing and browsing this Site, you accept these Terms and Conditions.

#### **A) Information Collection and Use**

##### **i) Non-Personal Information**

WSVMA may automatically receive and record information on its server logs from your browser, including your IP address, URLs, web pages and cookies. This information does not reveal your identity. The WSVMA may use this information to monitor Site traffic patterns and to determine traffic levels to the Site so that content can be improved and for other purposes related to WSVMA business. The WSVMA may use this information or aggregate this information for any purpose.

Cookies may be used to deliver content specific to your interests. Cookies are text files placed in your computer's browser to store your preferences on the WSVMA website. Cookies, by themselves, do not tell WSVMA your e-mail address or other personally identifiable information. However, once you choose to furnish the site with personally identifiable information, this information may be linked to the data stored in the cookie. Cookies are used to understand site usage and to improve the content and offerings on the WSVMA website. WSVMA also may use cookies to offer you products, programs, or services.

##### **ii) Collection of Personal Information**

You may be asked to provide personal information in certain fields on this website. Personal information is information about you that is personally identifiable. Examples include your name, address, e-mail address, and other information not publicly available. The personal information collected on this site is used only for the purpose for which it is requested via the site.

##### **iii) Use of Personal Information**

When you give WSVMA information, you are expressly consenting that WSVMA can use the information to deliver products, services or membership offers. By providing your contact information, you are expressly consenting that the WSVMA may send notices, announcements, brochures, reminders, advertising, and other information until you let us know otherwise.

You also are consenting that your information may be published in WSVMA's printed and online directory of veterinarians, (the "Washington State Member Services Directory"), which is available to other members.



iv) Opting Out

You can choose not to receive commercial communications by sending an e-mail to [info@wsvma.org](mailto:info@wsvma.org) or calling (800) 399-7862. WSVMA reserves the right for the WSVMA to contact you for non-commercial purposes, such as to provide public health alerts or information concerning membership through any means of communication available to WSVMA.

v) Credit Card Account Information

WSVMA does not disclose credit card account information provided by its members and customers. When members and customers choose to pay using their credit cards, WSVMA submits the information needed to obtain payment to the appropriate clearinghouse.

B) Restrictions on Use of Washington State Member Services Directory and other Members-Only Information

The Members' Area and the Washington State Member Services Directory shall be used for personal networking purposes only. The Terms and Conditions of this Site prohibit using e-mail addresses obtained here for solicitation. The appearance of any person's address, e-mail address, fax number, or telephone number on this Site does not constitute permission for you to contact that person for commercial purposes or to send that person facsimile advertisements or commercial electronic mail messages. The information on this Site is the sole property of WSVMA and it may not, in whole or in part, be copied, disseminated, transferred or reproduced in any form whatsoever, including entering it into print or electronic databases, without written permission from WSVMA.

C) Security

No data transmission over the Internet can be guaranteed to be 100% secure. As a result, while the WSVMA strives to protect your personal information, the WSVMA cannot ensure or warrant the security of any information you transmit to us, or that you consent to being stored on this Site, and you do so at your own risk.

D) Links to Third Party Sites

Some of the links appearing on or in the WSVMA website allow the user to access third party websites. Links to third party websites are provided for the user's (as defined above) convenience and information only. The WSVMA does not control and is not responsible for the content appearing on these sites. In no event will WSVMA or its subsidiaries or affiliates be liable for any damages suffered by users with regard to access to or use of such website or the contents contained therein. WSVMA makes no representations to the user concerning these sites or about the material available at these sites. The fact that the WSVMA makes these links available to the user is not an endorsement or recommendation to the user by the WSVMA of any of these sites or any material found there. The user is responsible to review and comply with the Notices, Terms, Conditions and Policies governing all third party websites.

E) Limitation of Liability, Disclaimer of Warranty, and Indemnification

Your use and browsing of this site are at your risk. If you are dissatisfied with any of the materials contained in this site, or with any of these Terms and Conditions, your sole and exclusive remedy is to stop accessing this site. WSVMA assumes no responsibility and shall not be liable for the accuracy, completeness, timeliness, reliability, relevance or usefulness of any of the materials contained on this site. The information on this Site is for your informational use and does not constitute veterinary advice, for which members of the public should seek the services of a licensed veterinarian, and for which veterinarians should use their own professional judgment.



WSVMA is under no obligation to monitor the material residing on or transmitted to this Site. However, anyone using this Site agrees that WSVMA may monitor the Site periodically to (a) comply with any necessary laws, regulations or other governmental requests; (b) to operate the Site properly or to protect itself and its users; or (c) any other business purpose. WSVMA reserves the right to modify, reject or eliminate any material residing on or transmitted to the Site that it, in its sole discretion, believes is unacceptable or in violation of the law or these Terms and Conditions.

WSVMA also assumes no responsibility and shall not be liable for any damages to, or viruses that may infect, your computer equipment or other property on account of your access to, use of, or browsing in this site or your downloading of any materials, whether provided by WSVMA or third parties, from this site.

WSVMA MAKES NO REPRESENTATION OR WARRANTY, EXPRESS OR IMPLIED, AS TO THE CONTENTS OF THIS SITE AND DISCLAIMS ANY RESPONSIBILITY OR LIABILITY ARISING OUT OF THE USE OF ANY OF THE INFORMATION CONTAINED ON THIS SITE. EVERYTHING ON THIS SITE IS PROVIDED TO YOU "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. NEITHER WSVMA NOR ANY OTHER PARTY INVOLVED IN CREATING, PRODUCING OR DELIVERING THIS SITE OR THE MATERIALS HEREON IS LIABLE FOR ANY DIRECT, INCIDENTAL, CONSEQUENTIAL OR INDIRECT DAMAGES ARISING OUT OF YOUR ACCESS TO, OR USE OF, THIS SITE.

You agree to immediately notify WSVMA of and to indemnify and to hold WSVMA and its third party service providers harmless from any and all claims (including reasonable attorneys' fees and costs) resulting from your acts, omissions, or representations in any way related to these Terms and Conditions or your access to, and use of, this Site. You shall use your best efforts to cooperate with us in the defense of any claim. WSVMA reserves the right, at our own expense, to assume the exclusive defense and control of any matter otherwise subject to indemnification by you.

- F) Amendments  
WSVMA may amend this policy at any time.