

## Privacy Policy

The Delaware Nurses Association (DNA) places a high priority on protecting your privacy. This privacy policy was created in order to demonstrate the firm commitment of the Delaware Nurses Association to the privacy of our members, activity participants and website users.

### Contact Information Privacy

The Delaware Nurses Association does not provide, sell, or rent email addresses or contact information of our members or participants of DNA educational activities/events to third parties with the exception of our publisher, Arthur L. Davis Publishing Agency, Inc. and our national organization, the American Nurses Association.

### How Your Contact Information is Used

The Delaware Nurses Association uses the membership services of the American Nurses Association to handle the business of managing the DNA membership. ANA will mail your membership card, membership renewal notice, publications, and other mailings as needed.

Arthur L. Davis Publishing Agency, Inc. is the authorized publisher of the DNA quarterly publication, the *DNA Reporter*. This publication is free to all registered nurses in Delaware. Your contact information may be shared with both organizations for purposes of membership and promoting DNA/ANA services, activities and publications.

By providing your e-mail address you authorize DNA and ANA to use it to communicate with you.

DNA uses your personal information to provide you with personalized service; to send educational activity evaluations; to send e-mail alerts to you; to answer your requests; to process your membership application; etc. You may choose to opt out at any time.

### How Your Payment Information is Used

Payment information including credit card and checks is used solely for the collection of membership dues, conference/convention registration, and product/service purchases when applicable.

## Website

### What Personally Identifiable Information is Collected

Individuals that sign up to receive DNA e-communications or register for an educational activity/event voluntarily provide us with contact information (such as name and e-mail address). DNA may use this information for specific, limited purposes. You may always "opt out," either now or at any time in the future, if you do not wish to receive our messages.

### IP addresses

The Delaware Nurses Association uses individual IP addresses for statistical metrics used to track website visitor traffic. This lets DNA see which of our features are the most popular so we can better serve our users' needs. It also lets us provide aggregate data about our traffic (not identifying you personally, but showing how many visitors used which features, for example) to outside parties.

### Cookies

www.denurses.org uses "cookie" messages to automatically help provide better services. They remind us who you are and your preferences for our website based on what you've done and told us before. The "cookie" is placed in your computer and is read when you come back to our website. Cookies let us take you to the information and features you're particularly interested in. They also let us track your usage of www.denurses.org, so we know which parts of our sites are most popular. You can reject cookies or cancel them by instructing your Web browser accordingly.

### External Links

This site may contain links to third parties or to affiliates of DNA for multiple purposes such as for convenience, for additional information or content, or for processing forms, credit cards and for other purposes. In any case, those sites are likely to have a separate privacy policy for which you are responsible to read. DNA takes no responsibility for those sites' privacy policies, for the content on such sites, or for their policies of collecting information.

### Modifications

DNA may amend this privacy policy from time to time; please review it periodically. DNA maintains the option to modify this privacy at any time by electronic notice posted on our website. Your continued use of our website after the date that such notices are posted will be deemed to be your agreement to the changed terms.