

## **Privacy Policy**

## **Privacy Statement**

The Drug Information Association (DIA) respects the privacy all of its customers. Because we may change the website content or services at any time and without notice, our Privacy Policy may change at any time in the future. We will only use personal information in the manner described in the Privacy Statement in effect when the information was collected from you. We encourage you to periodically review this Privacy Statement to stay informed about DIA's policies to protect the personal information that we collect.

# **Information Collected by DIA**

The information that DIA receives, and how we use it, depends on what you do when visiting our website. DIA collects and uses your non-personal information (information that is not identifiable to you personally) differently than your personal information.

## Non-Personal Information

The DIA website automatically collects certain non-personal information from its visitors, such as the name of the Internet service provider and the Internet Protocol (IP) address through which you access the Internet; the date and time you access the website; the pages that you access while at the website; and the Internet address of any third-party website from which you linked directly to our website. This information is used to help improve the DIA website, analyze trends and administer the website. All guests to the website can use the open portions anonymously. We may track the number of users who visit areas of the website for internal use, but this tracking will not identify users.

### **Personal Information**

purposes:

For personal information, the DIA website will prompt you to voluntarily provide such information if and when it is needed by DIA to provide a service or conduct a transaction that you have requested, such as registering as a member to gain access to members-only areas of the website or the personalized features of the website, ordering publications or registering for courses and webinars and downloading the DIA products, accessing My Transcript to request credit for participation in an educational program, downloading a statement of credit, submitting information, joining the discussion boards and online forums, making contributions to DIA and communicating with DIA through email. The types of personal information that you may be asked to provide to DIA includes your name, mailing address, title, company or organization, telephone number, fax number, email address and credit card information.

In support of the uses described above, DIA may use personal information for the following

- to respond to your requests
- to contact you with information about upcoming events, programs, products and services of DIA and to provide updates and other notifications

- for analytical purposes and to research, develop and improve DIA's programs, products and services and content, including the DIA website
- to enforce this Privacy Statement and the other rules regarding use of this website

DIA may disclose personal information if required to do so by law or in the good faith belief that such action is necessary to comply with legal process, protect the rights of DIA and its website or, in certain circumstances, to protect the health, safety or welfare of DIA or its employees, users of DIA's products and services or members of the public.

## **Security of Personal Information**

The members-only portions of the website can only be accessed by entering your DIA member number and password. Strict security standards and procedures, including a Secure Sockets Layer (SSL) protocol and 128-bit encryption are used to help prevent unauthorized access to customer data, including credit card data. All DIA staff and support personnel must adhere to our privacy standards. [All personal information that you provide to DIA are stored on computer servers with limited access to help protect such information from unauthorized access, use or disclosure.]

### **Disclosures to Third Parties**

DIA will not sell, rent, exchange, publish or otherwise share your personal information to any third parties except as otherwise described in this Privacy Statement. In the ordinary course of business, DIA may engage third parties to provide limited services on our behalf, such as website hosting, packaging, mailing and customer service functions. DIA will only provide those companies the personal information necessary to perform the service, and they are required to maintain the confidentiality of such information and are prohibited from using that information for any other purpose.

Member names and business contact information are made available to other members via the online Membership Directory. However, members can request that their information be blocked from this directory in their member profile.

# **Access to Your Personal Information**

You may review and edit the personal information and contact preferences you provided to DIA through the website by visiting the customer profile area In this area, you may view and edit your personal information, opt out of DIA mailings and other marketing information. Please note that some non-marketing communications, such as product download and sales transactions, are not subject to general opt-out.

Members and other customers have the option to determine how they receive their various communications from DIA (i.e., whether they prefer to receive communications at their home email address rather than their work email address, etc.). After registration, members can change how they wish to receive their membership benefits, and other customers can change how they wish to receive communications from DIA, through the **Manage My Subscriptions** feature of their customer profile.

#### **Credit Card Account Information**

DIA does not disclose credit card account information provided by customers except as described in the "Disclosures to Third Parties" section of this statement. We submit only the information

needed to obtain payment to the appropriate clearinghouse. Credit card information is stored encrypted within the Association Management System (TIMSS).

## **Cookies**

The DIA website uses cookies to track site login information, order information, and other personalization. You have the ability to accept or decline DIA's use of cookies in the website by modifying your web browser setting. However, to use the members-only areas or personalized features, your browser must be set to accept cookies.

### **Links to Non-DIA Sites**

This Privacy Statement does not apply to any other website, and DIA is not responsible for content and privacy concerns involving non-DIA sites. Although the DIA site links to other Internet sites, DIA takes no responsibility for the content or information contained on those other sites and does not exert any editorial or other control over those other sites, including their privacy practices. We recommend that you review the privacy practices of such other websites and make your own conclusions regarding the adequacy of their practices. For further information, please email DIA at <a href="mailto:dia@diahome.org">dia@diahome.org</a>.

### **DIA WebBoards**

This DIA website makes discussion threads and a global forum available through its DIA WebBoard area. Please review the "DIA WebBoard Usage Policy" available through the link in that area before using such feature. Please remember that any information disclosed in that area becomes public information; therefore you should use caution when deciding to disclose any personal information.

### **Terms of Use**

All materials posted on this site are subject to copyrights owned by DIA and other individuals or entities. Any reproduction, retransmission, or republication of any or all parts of any document found on this site is expressly prohibited, unless DIA or the copyright owner of the material has granted written consent to do so. All other rights reserved.

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#### Disclaimer

DIA is providing information and services on the Internet as a benefit and service in furtherance of DIA's nonprofit and tax-exempt status as a 501(c)(3) corporation. DIA makes no representations about the suitability of this information and these services for any purpose. DIA is not responsible for, and expressly disclaims, all liability for, damages of any kind arising out of use, reference to, or reliance on any information contained within this website. Although the information contained within this website is periodically updated, no guarantee is given that the information provided in this website is correct, complete, reliable or current, and its appearance on this website does not constitute an endorsement by DIA.

DIA reserves the right to change the terms of use. DIA website users are responsible for regular review of these terms. Non-termination and/or continued use of the DIA website after posted updates to the terms of use constitutes acceptance of the modified terms of use.

## **Protection of Children's Personal Information**

DIA does not knowingly collect any personal information from children. Please contact DIA at <a href="mailto:dia@diahome.org">dia@diahome.org</a> if you suspect that DIA has collected any such information.

# **Your Queries**

If you have any questions regarding privacy issues or suspect that DIA has handled your data in a manner that does not comply with this Privacy Policy, please contact DIA at <a href="mailto:dia@diahome.org">dia@diahome.org</a> or call +1 215 442 6100 or mail to Drug Information Association, 800 Enterprise Rd., Suite 200, Horsham, PA 19044, USA.