

# **PRIVACY STATEMENT**

This privacy statement covers the site [WWW.WOUNDSEMINAR.COM](http://WWW.WOUNDSEMINAR.COM). Because this Web site wants to demonstrate its commitment to our users' privacy, we are disclosing:

1. What personally identifiable information [WOUNDSEMINAR.COM](http://WWW.WOUNDSEMINAR.COM) collects.
2. How [WOUNDSEMINAR.COM](http://WWW.WOUNDSEMINAR.COM) uses the information.
3. With whom [WOUNDSEMINAR.COM](http://WWW.WOUNDSEMINAR.COM) may share user information.
4. What choices are available to users regarding collection, use and distribution of the information.
5. What types of security procedures are in place to protect the loss, misuse or alteration of information under [WOUNDSEMINAR.COM](http://WWW.WOUNDSEMINAR.COM) control.
6. How users can correct any inaccuracies in the information.

## **Information Collection and Use**

### **Information Collection**

The Wound Care Education Institute (WCEI) is the sole owner of the information collected on [WOUNDSEMINAR.COM](http://WWW.WOUNDSEMINAR.COM). WCEI collects information from our users at several different points on our Web site.

#### **Application Form**

In order to sign up for any of our courses, a user must complete the application form. During registration a user is required to give contact information (such as name and email address). We use this information to contact the user about services on our site and for acceptance into the our courses, for which he/she has expressed interest.

#### **Order**

We request information from the user on our order form. A user must provide contact information (such as name, email, and shipping address) and financial information (such as credit card number, expiration date). This information is used for billing purposes and to fill customer's orders. If we have trouble processing an order, the information is used to contact the user.

## **Information Use**

### **Cookies**

[WOUNDSEMINAR.COM](http://WWW.WOUNDSEMINAR.COM) does not place or use cookies from our website.

A cookie is a piece of data stored on the user's computer tied to information about the user.

This privacy statement covers the use of cookies by [WOUNDSEMINAR.COM](http://WWW.WOUNDSEMINAR.COM) only and does not cover the use of cookies by any advertisers.

## **Log Files**

Like most standard Web site servers we use log files. This includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track user's movement in the aggregate, and gather broad demographic information for aggregate use. IP addresses, etc. are not linked to personally identifiable information. We use a tracking utility provided by Yahoo Web hosting Site Statistics, that uses log files to analyze user movement.

## **Communications from the Site**

### **Email Responses**

When a visitor to our site submits an email question or statement to us, we will use the senders email address for responses only.

### **Special Offers and Updates**

We send all new members a welcoming email . Established members will occasionally receive information on products, services, special deals, and a newsletter. Out of respect for the privacy of our users we present the option to not receive these types of communications. Please see the Choice and Opt-out sections.

### **Newsletter**

If a user wishes to subscribe to our newsletter, we ask for contact information such as name and email address. Out of respect for our users privacy we provide a way to opt-out of these communications. Please see the Choice and Opt-out sections.

### **Service Announcements**

On rare occasions it is necessary to send out a strictly service related announcement. For instance, if our service is temporarily suspended for maintenance we might send users an email. Generally, users may not opt-out of these communications, though they can deactivate their account. However, these communications are not promotional in nature. [Users may opt-out of these communications. Please see our Choice and Opt-out section.]

### **Customer Service**

We communicate with users on a regular basis to provide requested services and in regards to issues relating to their account we reply via email or phone, in accordance with the user's wishes.

## **Sharing**

### **Legal Disclaimer**

Though we make every effort to preserve user privacy, we may need to disclose personal information when required by law wherein we have a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order or legal process served on our Web site.

## **These are the instances in which we will share users' personal information:**

### **Third Party Intermediaries**

We use an outside shipping company to ship orders, and a credit card processing company to bill users for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes.

## **Business Transitions**

In the event WCEI goes through a business transition, such as a merger, being acquired by another company, or selling a portion of its assets, users' personal information will, in most instances, be part of the assets transferred. Users will be notified via [email] [prominent notice on our Web site for 30 days] prior to a change of ownership or control of their personal information. If as a result of the business transition, the users' personally identifiable information will be used in a manner different from that stated at the time of collection they will be given choice consistent with our notification of changes section.

## **Choice/Opt-out**

Our users are given the opportunity to 'opt-out' of having their information used for purposes not directly related to our site at the point where we ask for information. For example, our order form has an 'opt-out' mechanism so users who buy a product from us, but don't want any marketing material, can keep their email address off of our lists.

Users who no longer wish to receive our newsletter and promotional communications may opt-out of receiving these communications by replying to unsubscribe in the subject line in the email or email us at [Webmaster@WOUNDSEMINAR.COM](mailto:Webmaster@WOUNDSEMINAR.COM). A user may contact us at 877-462-9234, [Webmaster@WOUNDSEMINAR.COM](mailto:Webmaster@WOUNDSEMINAR.COM) or PO Box 334 Stevensville, MI 49126 to opt-out.

Users of our site are always notified when their information is being collected by any outside parties. We do this so our users can make an informed choice as to whether or not they should proceed with services that require an outside party.

## **Links**

This Web site contains links to other sites. Please be aware that we, WCEI, are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every Web site that collects personally identifiable information. This privacy statement applies solely to information collected by this Web site.

## **Surveys [& Contests]**

[From time-to-time] our site requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. The requested information typically includes contact information (such as name and shipping address), and demographic information (such as zip code). Contact information will be used [shared with the contest [survey] sponsors] to notify the winners and award prizes. [Anonymous] Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site. Users' personally identifiable information is not shared with third parties unless we give prior notice and choice. Though we may use an intermediary to conduct these surveys or contests, they may not use users' personally identifiable information for any secondary purposes.

## **Tell-A-Friend**

If a user elects to use our referral service for informing a friend about our site, we ask them for the friend's name and email address. WOUNDSEMINAR.COM will automatically send the friend a one-time email inviting them to visit the site. WOUNDSEMINAR.COM stores this information for the sole purpose of sending this one-time email [and tracking the success of our referral program]. The friend may contact WOUNDSEMINAR.COM at [webmaster@WOUNDSEMINAR.COM](mailto:webmaster@WOUNDSEMINAR.COM) ] to request the removal of this information from our database.

## **Security**

This Web site takes every precaution to protect our users' information. When users submit sensitive information via the Web site, their information is protected both online and off-line. If users have any questions about the security at our Web site, users can send an email to [webmaster@WOUNDSEMINAR.COM](mailto:webmaster@WOUNDSEMINAR.COM).

## **Supplementation of Information**

In order for this Web site to properly fulfill its obligation to users it is necessary for us to supplement the information we receive with information from 3rd party sources.

## **Correcting/Updating/Deleting/Deactivating Personal Information**

If a user's personally identifiable information changes (such as zip code, phone, email or postal address), or if a user no longer desires our service, we provide a way to correct, update or delete/deactivate users' personally identifiable information. This can usually be done at the by emailing our Customer Support at [info@woundseminar.com](mailto:info@woundseminar.com) [Or, contact us by telephone or postal mail at the contact information listed below].

## **Notification of Changes**

If we decide to change our privacy policy, we will post those changes to this privacy statement, the homepage, and other places we deem appropriate so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We will use information in accordance with the privacy policy under which the information was collected.

If, however, we are going to use users' personally identifiable information in a manner different from that stated at the time of collection we will notify users via email. Users will have a choice as to whether or not we use their information in this different manner. However, if users have opted out of all communication with the site, or deleted/deactivated their account, then they will not be contacted, nor will their personal information be used in this new manner. In addition, if we make any material changes in our privacy practices that do not affect user information already stored in our database, we will post a prominent notice on our Web site notifying users of the change. In some cases where we post a notice we will also email users, who have opted to receive communications from us, notifying them of the changes in our privacy practices.

## **Contact Information**

If users have any questions or suggestions regarding our privacy policy, please contact us at:

WCEI  
PO Box 334  
Stevensville, MI 49126  
Phone: 616-304-3539  
Email: [Webmaster@WOUNDSEMINAR.COM](mailto:Webmaster@WOUNDSEMINAR.COM)