

# NCPDP.org Privacy Policy

Updated June 1, 2010

## WEBSITE PRIVACY POLICY

Your privacy is important to us. The National Council for Prescription Drug programs, Inc. ("NCPDP") maintains high standards for the protection of your privacy at our website. Here is what you can expect when you visit NCPDP.org:

Other than to respond to a request from you, we will not sell, rent or share any personally-identifiable information you provide without your consent.

- We will not send you any unsolicited e-mail ("spam").
- No personally-identifiable information collected at this site will ever be used to adversely affect your membership.

PLEASE REMEMBER this policy covers only the data collection and use practices for NCPDP.org, an official Web site of NCPDP. NCPDP's privacy policies may differ at other NCPDP websites or in its off-line data collection and reporting practices. Questions regarding the privacy policy of any other website should be directed to that website.

### Information Collected

Our web servers automatically capture your domain name, the IP address of the web page from which you enter our site, the pages you visit on our site and the amount of time you spend here. We do not collect any information that can reveal your personal identity unless you voluntarily provide it when you register to use interactive features of the site, including the sales portal, or to receive information from us or NCPDP members. The information we collect is not part of any designated record set. Personally identifiable information voluntarily provided by you may be retained indefinitely for the purposes described in this Privacy Policy.

### Use of the Information the Website Gathers/Tracks

Any personally-identifiable information you give us will be used only to provide the product, service or information you have requested. Unless you specifically consent to let us do so, your personally-identifiable information, including your e-mail address, will not be sold, rented, licensed, or otherwise shared with third parties. The non-personally identifiable information we gather in aggregate form may be used to improve our site, and we may share that information with NCPDP members.

### Making Changes to the Information You Provide to Us

Information that you voluntarily provided will be maintained as long as NCPDP deems appropriate to fulfill the purpose for which you provided the information or until you request us to remove it.

### Cookies

When you visit NCPDP.org, we may place a temporary "session" or a permanent cookie on your computer that will allow us to customize and enhance your experience at the site, make improvements to our site, or to report site activity. Our session cookies are not permanently stored on your computer and expire when you leave. Permanent cookies are issued only to site visitors who link the site from a search engine and are used only to permit NCPDP to attract qualified users to the site. Our cookies will never be used to track your activity on any third party websites or to send spam, nor will they provide us with any personally identifiable information about you. We store cookie information only in aggregate form and use the aggregate information only to make improvements to the site or in internal reports on site activity. You may use your browser controls to refuse to allow cookies to be placed on your computer. Refusing cookies disables our ability to include information about your visit in our regular monitoring of site traffic.

### **Sites We Link To**

If you choose to use any of the links we provide to our member companies, sponsors, and other third party resources, you will be leaving our website and going to a new website. Protection of your privacy at those other sites will be governed by the privacy policy at that site. We have taken special care selecting the companies that appear in NCPDP.org to ensure that they respect your privacy as we do, but please take the time to read the privacy policies at their sites.

### **Changes to this Policy**

If we make any changes to this policy, we will let you know the effective date of the changes and you can contact our Webmaster if you would like to know more about what is new. If you have any questions or comments or receive any unwanted e-mail from this site, please contact our Webmaster via e-mail at [webmaster@NCPDP.org](mailto:webmaster@NCPDP.org).

or send to:

NCPDP  
9240 East Raintree Drive  
Scottsdale, AZ 85260