

## LOUISIANA ASSESSORS' ASSOCIATION'S PRIVACY POLICY

### 1. What Personal Information Do We Collect?

- **Information You Provide.** We receive and store information you enter. For example, when you supply information such as your address, phone number or credit card. We use the information that you provide for such purposes as responding to your requests, processing your payment request, and communicating with you. We do not share or sell your personally identifiable information to others, e.g. marketing firms or other companies.

### 2. How Do We Use Your Information?

- **Customized Shopping.** We use your information to better serve you by providing a customized shopping experience. Agents. We employ other companies and individuals to perform functions on our behalf. Examples include sending e-mail and processing credit card payments. They have access to personal information needed to perform their functions but may not use it for other purposes.
- **Law Enforcement.** If we receive a lawful court order to release account or other personal information, then we will comply with the law. We will also release information when necessary to protect the life, safety or property of others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

### 3. How Do We Protect the Security of Your Information?

- We work to protect the security of your information during transmission by using Secure Sockets Layer (SSL) software, which encrypts information you input. We use encryption to protect your information contained in our customer list.
- We use a firewall to protect against unlawful intrusion.
- We limit access to your information on a "need to know" basis.
- We reveal only the last four digits of your credit card numbers when confirming an order. Of course, we transmit the entire credit card number to the appropriate credit card company during order processing.

- It is important for you to protect against unauthorized access to your password and to your computer. Be sure to sign off when finished using a shared computer.
- No system can guarantee absolute security, just as the finest lock can not guarantee physical security. However, we take every reasonable precaution to assure that your data is secure.
- The use of an individual's genetic information is prohibited for underwriting purposes.
- Your personal health information may not be used for any sales or marketing strategy.
- Individuals can restrict disclosure of PHI (personal health information) to a health plan if the disclosure is for payment of health care operations and pertains to a health care item or service for which the individual has paid out-of-pocket in full.
- Individuals have a right to be notified following a breach of PHI.

#### **4. Children**

- We do not sell products or services to children. If you are under 18, you may use this site only with involvement of a parent or guardian.

#### **5. Contact Us**

- If you would like to learn more about our privacy policy, or to access your personally identifiable information contained on our website, you may contact us at P.O. Box 14699, Baton Rouge, LA 70898 or by calling 225-928-8886. You will be required to provide identifier information to assure that this information is not released to others. We reserve the right to modify this policy in the future. If we do, notice will be posted on our home page.

EEF 09/13