

## **BRIGADOON SERVICE DOGS (BSD) WEB DISCLAIMERS**

### **9.4.3 Web Content**

The quality and substance of BSD's Web site is critical to its reputation. Standards and guidelines have been established to guide the development of content for the site. The Development Director is responsible for overseeing the development and posting of content to the Web site as well as assuring adherence to the standards and guidelines. All content will be subject to careful review prior to posting. This review will include consideration of any potential legal issues that may arise, such as issues related to copyright and trademark. As part of its work to protect the reputation and legal interests of the organization, BSD will post the following Web site disclaimer:

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The names, trademarks, service marks and logos of BSD appearing on this site may not be used in any advertising or publicity, or otherwise to indicate the organization's sponsorship of or affiliation with any product or service, with the organization's prior express written permission.

Although this website features links to other sites, BSD takes no responsibility for the content or information contained on those sites, as we do not exercise editorial or other control over these sites.

This website provides information and services in furtherance of our mission. We make no representations about the suitability or accuracy of the information on this site for any purpose.

If you see any objectionable, inaccurate or improperly functioning content or features on this site, please contact [info@brigadoondogs.org](mailto:info@brigadoondogs.org) or 360-733-5388, as soon as possible.

### **9.4.4 Web Privacy Policy**

The following policy statement is posted on our Web site:

Example:

BSD respects the privacy of visitors to its website. We strongly believe that if electronic commerce and online activities are to flourish, consumers must be assured that information provided online is used responsibly and appropriately. To protect online privacy, the organization has implemented the following policy.

Privacy Notice:

We at Brigadoon Service Dogs are committed to protecting your privacy. We use the information we collect about you, only to better serve you. Brigadoon will not sell or disclose any information about you to a third party at any time.

From Casual Website Visitors and General Users. We do not collect any personal information from users browsing our Web site. When you use the public areas of our website you are doing so anonymously. We do collect aggregate use information, such as the number of hits (visits) per page. We use aggregate data for internal and marketing purposes, but we do not collect any personally identifying information.

From Our Clients, Donors and Other Customers. If while visiting our website you place a transaction, submit a technical assistance question, or request other information, you will be asked to provide certain information. In all cases this information is submitted voluntarily. In most cases, we ask for name, title, organization name, address, telephone, and e-mail. If you are making a purchase or donation, you may be asked for credit card information. Similar information may be submitted to us on an order form or registration form.

Customer Lists - Our client list is not for sale. When you visit our Web site or become a client, your name and mailing information will not be sold.

Credit Card Account Information - We utilize secure transaction methods when collecting credit card information over the Internet. BSD does not disclose credit card account information provided by our clients. We submit the information to the appropriate clearinghouse in order, to obtain payment.

How We Use Cookies - Cookies are small text files that are sent to your computer when you logon to a Web site that allow us to identify you when you return to the site. BSD uses cookies only to support the transaction operations. We do not use cookies to track your usage or any other personal information about you.