



## **Privacy Statement/Principles of Privacy, Confidentiality, and Security**

### **Information Collection**

Viewpoint Screening is the sole owner of the information collected on ViewpointScreening.com. Viewpoint Screening collects information from our users at several different points on our web site.

#### **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 and 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**

Viewpoint Screening collects personally identifiable information when you visit our site and submit your information or when you purchase products. We may use "cookies" (see below). This information is used to enhance your user experience and provide you with information regarding Viewpoint Screening services and special offers. When you order services, we may need you to provide your name, e-mail address, mailing address, phone number and credit card information. When processing transactions such as credit card payments, this information may be sent to reputable third parties for fraud detection. These vendors maintain an obligation of confidentiality with regard to such information. When you elect to be included in our opt-out program, we may need you to provide personal information including but not limited to: your full name, e-mail address, mailing address, past addresses and aliases. This information is used to help prevent your private information, as distinguished from your public record information, from being disclosed through Viewpoint Screening services.

#### **Profile**

We store information that we collect through cookies, log files, clear gifs, and/or third parties to create a profile of our users. A profile is stored information that we keep on individual users that details their viewing preferences. Consequently, collected information is tied to the users personally identifiable information to provide offers and improve the content of the site for the user. This profile is used to tailor a user's visit to our Web site, and to direct pertinent marketing promotions to them. We will not share your profile with other third parties.

#### **Cookies**

A cookie is a piece of data stored on the user's computer tied to information about the user. Cookies allow web site operators to better customize visits to the site to the your individual preferences. The use of cookies is standard on the Internet and many major web sites use them. Viewpoint Screening may use cookies to help provide you with a better experience on our site; however, we do not store personal identifying information in cookies.

By setting a cookie on our site, users would not have to log in a password more than once, thereby saving time while on our site. If users reject the cookie, they may still use our site. The only drawback to this is that the user will be limited in some areas of our site.

#### **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. IP addresses are tied to personally identifiable information to enable our web-based service.



### **Communications from the Site / Special Offers and Updates**

We send all new members a welcoming email to verify password and user name. 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.

#### **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.

#### **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 users 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.

#### **Service Providers**

We partner with other third parties (government agency, private database agency) to provide specific services. When the user signs up for these particular services, we share names, or other contact information, SSN Data of Birth that is necessary for the third party to provide these services. These third parties are not allowed to use personally identifiable information except for the purpose of providing these services.

#### **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.

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 [info@viewpointscreening.com](mailto:info@viewpointscreening.com) or the user may contact us at 201 N Front St Ste M106 Wilmington NC 28401 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, Viewpoint Screening, 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.



## **Security**

The 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.

When our registration/order form asks users to enter sensitive information (such as credit card number and/or social security number), that information is encrypted and is protected with the best encryption software in the industry - SSL. While on a secure page, such as our order form, the lock icon on the bottom of web browsers such as Mozilla Firefox and Microsoft Internet Explorer becomes locked, as opposed to un-locked, or open, when users are just surfing.

While we use SSL encryption to protect sensitive information online, we also do everything in our power to protect user-information off-line. All of our users' information, not just the sensitive information mentioned above, is restricted in our offices. Only employees who need the information to perform a specific job (for example, our billing clerk or a customer service representative) are granted access to personally identifiable information. Our employees must use password-protected screen-savers when they leave their desk. When they return, they must re-enter their password to re-gain access to user information. Finally, the servers that store personally identifiable information are in a secure environment, behind a firewall.

## **Supplementation of Information**

In order for the 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.

### **Enhancement of Marketing Profile**

We purchase third party marketing data and add it to our existing user database to better target our advertising and provide pertinent offers we think our users would be interested in. We use this information to enhance or overlay the profile's of individual users. This aggregate marketing data is therefore tied to the users' personally identifiable information. See also the Profile.

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

If a user's personal 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 <http://www.viewpointscreening.com/contact> or by emailing Customer Service at [customerservice@viewpointscreening.com](mailto:customerservice@viewpointscreening.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.

If, however, we are going to use users' personal identifiable information in a manner different from that stated at the time of collection we will notify users by posting a notice on our web site for 30 days.

### **Contact Information**

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

Phone: 888-974-8111

Fax: 888-516-2444

Email: [info@viewpointscreening.com](mailto:info@viewpointscreening.com)

Postal Address: 201 N Front St Ste M106 Wilmington NC 28401