

# Privacy Policy

*[adopted June 2017, updated May 2018]*



This privacy policy sets out how the Cremation Association of North America (CANA) uses and protects any information that you provide when you use cremationassociation.org.

CANA is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

This privacy policy applies solely to information collected by this website. It will notify you of the following:

1. What personally identifiable information is collected from you through the website, how it is used and with whom it may be shared.
2. The security procedures in place to protect the misuse of your information.
3. What choices are available to you regarding the use of your data.
4. How you can correct any inaccuracies in the information.

If our privacy policy changes, we will notify all users by e-mail or a special announcement placed on the website.

## Guiding Principles

- We will maintain official sites in social media networks and other online platforms to engage our members in the promotion and enhancement of the cremation industry.
- We will work to ensure that the CANA's messages consistently are represented across all online platforms.
- We will regularly update our sites and their content to remain relevant to our members.
- We will encourage our members' innovation in the industry, dedication to their communities, and excellence in service to make the best possible use of available online tools.
- We will be responsible for our online content. We will maintain the highest standards of openness, integrity and adherence to all laws including those related to privacy and copyrights.

## Data Collection

Most data CANA collects are used only to help us better serve our members.

**From General Users.** CANA does not collect any personal information from users browsing its website. Only aggregate data -- such as the number of hits per page, website traffic patterns and server-usage statistics -- are collected. Aggregate data are only used for internal and marketing purposes and do not provide any personally identifying information.

**From CANA's Members, Event Registrants, and Other Customers.** To gain access to members-only resources and personalization features on cremationassociation.org, members and other users are asked to register and provide some limited information. This information is submitted voluntarily. CANA asks users to provide their name, organization name, mailing address, business phone and e-mail address and is protected from the public by a user-created username and password. Similar information may be submitted to CANA through membership applications, event or education registration and orders. We may ask for additional information from our members and customers to fulfill a specific voluntarily submitted transaction.

Additionally, for some e-mails sent in HTML format by CANA to its members through its listservs and electronic newsletters, we will collect specific information regarding what the recipient does with that email. For those emails, CANA will monitor whether a recipient subsequently clicks through to links provided in the message. Other information collected through this tracking feature includes: email address of a user, the date and time of the user's "click," a message number, name of the list from which the message was sent, tracking URL number and destination page. CANA only uses this information to enhance its products and distribution of those products to its members. This information is not sold or distributed in any other manner.

## Data Usage

CANA uses information voluntarily submitted by members and other customers in the following ways:

**CANA Member Services and Products.** Generally, CANA uses data collected to improve its own web content; to respond to visitors' interests, needs and preferences through modification of navigation and content; and to develop new products and services to respond to user interests.

**Disclosures to Third Parties.** CANA will never sell or rent our member list to third parties including current members. The CANA database is cloud-based and hosted by Community Brands (communitybrands.com), which securely stores our member information on our behalf. More information on how they protect data is available in their [Privacy Policy](#).

**Members.** CANA makes member contact information available to the public via our directory search feature on our website. Users of CANA's online directory are bound by [CANA's Terms of Use](#). If a member suspects that their information has been used in a manner out of accordance with this policy, we ask that they contact CANA and report the transgression at [info@cremationassociation.org](mailto:info@cremationassociation.org) or 312-245-1077.

**Event Registrants.** An individual's data as captured on an event registration form is protected by this policy. This data will be shared with other event attendees, exhibitors, sponsors and other parties directly related to the event as described in the event details. You may opt out of information disclosure to third parties by using the opt-out check box that appears on transaction forms requesting you to provide information, or you may opt out of all information disclosure by contacting the Cremation Association of North America at [info@cremationassociation.org](mailto:info@cremationassociation.org) or by phone at (312) 245-1077. Those protected under [General Data Protection Regulation \(GDPR\)](#) will be asked for explicit consent for communications beyond the interactions relevant to the purchase of a product or service.

In some instances, CANA partners with third parties to provide specific services. When the user signs up for these services, we will share names or other contact information that is necessary for the third party to provide these services. These parties are not allowed to use personally identifiable information except for the purpose of providing these services and are required to delete the information when the service is complete. If an event registrant suspects that their information has been used in a manner out of accordance with this policy, we ask that they contact CANA and report the transgression at [info@cremationassociation.org](mailto:info@cremationassociation.org) or 312-245-1077.

**Surveys & Contests.** From time-to-time our site requests information via surveys or contests. Participation in these surveys or contests is completely voluntary and you may choose whether or not to participate and therefore disclose this information. Information requested may include contact information (such as name and mailing address), and demographic information (such as zip code, age level). Contact information will be used to notify the winners and award prizes.

*Consent to Use Personal Information.* For the purposes of the Data Protection Act(s) 1984 and 1998 (as applicable), CANA's agents must store, host and otherwise process the information (including personal data) supplied by the user when registering for this Website. CANA may send such data outside the European Economic Area for processing. If you reside in the European Union, please indicate your consent that the personal information you have provided may be transferred and stored in countries outside of the EU, including the United States.

By creating an account on our site, you agree to accept postal mail, electronic mail and other communications from CANA Headquarters and affiliates unless you notify CANA Headquarters in writing that you do not wish to receive such communications. Those protected under [General Data Protection Regulation \(GDPR\)](#) will be asked for explicit consent for communications beyond the interactions relevant to the purchase of a product or service. Members may request CANA refrain from disclosing the member contact information it collects to the public search on CANA's website directory by contacting CANA at [info@cremationassociation.org](mailto:info@cremationassociation.org) or 312-245-1077 to express their preferences if they determine that they do not wish to have the information shared.

## Data Security

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Wherever we collect sensitive information (such as credit card data), that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a closed lock icon at the bottom of your web browser, or looking for "https" at the beginning of the address of the web page.

## Protecting Data from Loss

The CANA database is cloud-based and hosted by Community Brands ([communitybrands.com](http://communitybrands.com)), which securely stores our member information on our behalf. CANA maintains back-up files as protection against natural disasters or equipment failures. Backup files protect users and CANA as they lower the risk of losing valuable data, and are subject to the same security precautions as transaction data.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job are granted access to personally identifiable information. The computers in which we store personally identifiable information are kept in a secure environment.

## Electronic Payments

CANA does not disclose credit card account information provided by its members and customers. When members and customers choose to pay using their credit cards, CANA submits the information needed to obtain payment to the appropriate clearinghouse. Any stored payment information is done in remote servers inaccessible by CANA staff at the request of the member. The CANA electronic processing sites are PCC compliant.

## Cookies

Cookies are files that contain information created by a web server that can be stored on a user's hard disk for use either during a particular session ("per-session" cookie) or for future use ("persistent" cookie). CANA uses cookies only to improve the user experience: to facilitate automated activity, store and track passwords and

review navigation patterns. This does not result in the collection of any personal information or data collected from your personal computer. Please understand that if you decline the attachment of cookies, you may not have access to the full benefits and features of our website.

Cookies are not used to disseminate significant information about users over the internet or to analyze any information that users have knowingly or unknowingly provided.

## User Preference/Opt Out

Users may opt out of any future contacts from us at any time. You can do the following at any time by contacting us at [info@cremationassociation.org](mailto:info@cremationassociation.org) or 312-245-1077:

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any data we have about you.
- Express any concern you have about our use of your data.

## External Links

Our website contains links to websites of outside organizations. While these links may indicate special relationships between the CANA and these organizations, we are not responsible for privacy, security or content when you link from ours to their sites.

## Means of Redress

If any User suspects CANA has handled its personal information in a manner that does not comply with this privacy statement, please contact us via email at [info@cremationassociation.org](mailto:info@cremationassociation.org) or by calling 312-245-1077.