



# PRIVACY POLICY

Decision Critical, Inc.  
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# Decision Critical Inc.

## Privacy Policy

### Decision Critical cares about your privacy!

Decision Critical operates two types of websites; public websites and password-protected application sites. In the course of running these sites, Decision Critical collects personally identifiable information, where applicable, to create the best possible user experience. The goal of this privacy policy is to ensure that you are aware of the information we collect, how we use it, and under what circumstances, if any, we disclose it.

### Information Collection

#### Registration

In order to use password-protected sections of Decision Critical sites, you must first complete a Decision Critical registration form and/or have been given an active and valid username and password. All information entered on the password-protected areas of our sites is encrypted using secure socket layer technology (SSL).

During registration you are required to give specific contact information such as name and email address. We use this information to identify you in order to display the correct applications and content associated with your user type. Additionally, if you identify that you want to be contacted about additional services, we will use your contact information to contact you. If you no longer want to receive these notifications, you can opt out. Please see the ["Opting Out"](#) section below.

#### Orders

If you purchase a product or service from Decision Critical, we request certain personally identifiable information from you on the order form. You must provide contact information such as name, email and shipping address, if applicable and financial information such as credit card number and expiration date.

We use this information for billing purposes and to fulfill your orders. If we have an issue processing an order, we will use this information to contact you.

All e-commerce transactions on Decision Critical sites are encrypted using secure socket layer technology (SSL).

#### Application Forms

If you pursue employment with Decision Critical, we may require that you provide certain personally identifiable information, including your name, address, phone number, email address and relevant employment information. This information is necessary to process your application and may be used to contact you.

#### Surveys and Contests

Decision Critical may provide you the opportunity to participate in contests or surveys on our sites. If you agree to participate, we will request certain personally identifiable information from you to facilitate the survey or contest. Participation in these surveys or contests is completely voluntary. The requested information typically includes the following types of information; name, shipping address and content specific to the survey or contest.

Decision Critical uses this information to facilitate the survey or contest. For example, if it is determined that you have won a specific contest, we will use your contact information and address if applicable to notify you. If you are logged into a section of our sites, we will use that login instance to monitor site traffic or personalize the site, *unless the information is to remain anonymous due to the identified rules of a specific survey.*

Decision Critical reserves the right to use third party service providers to conduct these surveys or contests. If a third party service provider is used, that company will be prohibited from using Decision Critical users' personally identifiable information for any other purpose. Decision Critical will not share the personally identifiable information you provide through a contest or survey with other third parties unless we give you prior notice and receive your approval to use the information.

#### **Refer-A-Friend**

If you choose to use the Decision Critical referral service to tell a friend about information on a Decision Critical site, we will ask you for your name, your email address, your friend's name and their email address. We will automatically send your friend a one-time email inviting them to visit the site. Decision Critical will not add the email addresses to any list and will not record the email addresses at our site. Decision Critical will receive a copy of the email sent in order to monitor the functionality of the service. Decision Critical will destroy the received email if you request it. To make that request, please use the Decision Critical contact us page at [www.DecisionCritical.com/contactus.asp](http://www.DecisionCritical.com/contactus.asp).

### **Communications from Decision Critical Sites**

#### **Newsletters**

If you wish to subscribe to Decision Critical newsletter(s), we will use your name and email address to send the newsletter to you. If you no longer want to receive the newsletter, we provide you a way to unsubscribe. Please see the "[Opting Out](#)" section below.

#### **Service-Related Announcements**

Decision Critical will send service-related announcements to Decision Critical application-specific users on occasions when it is necessary to do so. For instance, if service is temporarily suspended for maintenance, Decision Critical may send you an email to alert you to maintenance activities.

Since these notifications are related to password-protected areas of the site and are not promotional in nature, you may not opt-out of these communication types.

#### **Reminder Notices**

Decision Critical's application pages are designed to send reminder notifications to users for multiple types of reminders including but not limited to; license, certification and compliance renewal reminders and event-specific notifications. In order to receive these reminders and notifications, the user has to verify they have a valid email address associated with their respective user ID by responding to an opt-in email generated from Decision Critical's email-verification system.

#### **Customer Service**

Based upon the personally identifiable information you provide Decision Critical, we could send you a welcoming email to verify your information including your username and password. Decision Critical will also communicate with you in response to service inquiries you submit, to provide the services you request and to manage your account. Decision Critical will communicate with you by email or telephone, in accordance with your wishes.

#### **Profile**

Decision Critical's password-protected application sites store information that is collected through cookies, log files, clear gifs, and/or other sources to create a user profile. Decision Critical ties your personally identifiable information to information in your profile in order to provide customized content and services to you.

Decision Critical does not share your profile information with third parties.

## Information Sharing and Disclosure

### Aggregate Information (non-personally identifiable)

Decision Critical may share aggregated, non-identifiable demographic information and usage trends with partners and advertisers. This information does not identify individual users.

Decision Critical DOES NOT share personally identifiable information with third parties, partners or advertisers.

### Credit Processing / Service Providers

Decision Critical uses credit card processing companies to bill for online products and services. These companies do not share, store or use personally identifiable information for any purposes other than the purposes to complete transactions.

Decision Critical uses a third party service provider to administer company newsletters. This provider is a member of the **Email Sender & Provider Coalition** and the **Messaging Anti-Abuse Working Group**. When you sign up for our company newsletters, you are using this third party service provider's capability on behalf of Decision Critical.

These third parties are prohibited from using your personally identifiable information for purposes other than those identified above.

If you no longer want to receive Decision Critical newsletters, we provide you a way to unsubscribe. Please see the "[Opting Out](#)" section below.

### Legal Disclaimer

Decision Critical reserves the right to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or to comply with a judicial proceeding, court order or legal process served on our sites.

## Opting Out

Decision Critical provides you the opportunity to 'opt-out' of having your personally identifiable information used for certain purposes, when we ask for this information. For example, if you purchase a product or service but do not wish to receive any additional marketing material from us, you can indicate your preference to not be contacted with additional sales and marketing communications.

If you no longer wish to receive the Decision Critical newsletter and promotional communications, you may opt-out of receiving them by following the instructions included in each newsletter or communication or by emailing us at <http://www.DecisionCritical.com/contactus.asp>.

## Log Files

Decision Critical gathers server-specific information and stores it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and click-stream data.

Decision Critical uses this information to analyze trends, to identify opportunities to streamline our sites, to troubleshoot and to gather demographic information about our user populations as a whole.

Decision Critical does not link this automatically-collected data to personally identifiable information.

Decision Critical uses Google Analytics, a third-party tracking service that uses cookies and/or log files to track non-personally identifiable information about visitors to the Decision Critical public website. More information about Google Analytics can be found at <http://www.google.com/analytics>.

## **Cookies**

### **How Decision Critical Uses Cookies**

A cookie is a small text file that is stored on a user's computer for record-keeping purposes. Decision Critical uses session cookies on password-protected sites and sets a number of session cookies to store the user login ID and application state; to keep track of the user's identity and rights while using Decision Critical sites. The session cookie expires when the user closes their browser.

### **Rejecting Cookies**

If a user rejects session cookies, that user will not be able to use Decision Critical password-protected sites.

### **Clear Gifs (Web Beacons/Web Bugs)**

Decision Critical and/or Service Providers discussed above may use a software technology called clear gifs (a.k.a. Web Beacons/Web Bugs), that help manage content allowing for more effective content management. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. In contrast to cookies, which are stored on a user's computer hard drive, clear gifs are embedded on web pages and HTML-based emails.

Using clear gifs on web pages and HTML-based emails allows us to know which web pages and emails have been opened. We use this information to gauge the effectiveness of certain pages and communications and the effectiveness of marketing campaigns. If you receive any of these emails, you can control the ability to display/not display images in the email you receive. Additionally, you have the option to opt-out of email communications by following our opting out procedure. See "[Opting-Out](#)"

Decision Critical does not tie the information gathered by clear gifs to personally identifiable information.

## **Links to Other Sites**

Decision Critical sites contain links to other sites that are not owned or controlled by Decision Critical. Please be aware that Decision Critical is not responsible for the privacy practices of other sites.

Decision Critical encourages you to be aware when you leave Decision Critical sites to please read the privacy statements of each and every web site that collects personally identifiable information.

## **Access to Personally Identifiable Information**

### **Security**

The security of your personal information is important to us. When you access or enter information on Decision Critical password-protected sites, registration or order forms, Decision Critical encrypts that information using secure socket layer technology (SSL).

Decision Critical follows industry standards to protect the information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Knowing that, Decision Critical continuously monitors and evaluates security protocols.

If you have any questions about security on Decision Critical sites, you can contact us at <http://www.DecisionCritical/contactus.asp> or by calling us at 800-794-1770.

### **Business Transitions**

In the event Decision Critical goes through a business transition, such as a merger, acquisition by another company, or sale of all or a portion of assets, your personally identifiable information will likely be among the assets transferred. You will be notified, via email and/or prominent notice on the applicable Decision Critical site, of any such change in ownership or control of your personal information.

### **Changes in this Privacy Statement**

If Decision Critical changes this privacy policy, we will post those changes to this privacy statement and will make the updated privacy policy available on the Decision Critical public site, Decision Critical application sites and other Decision Critical-hosted sites, when applicable. Our goal is to ensure that you are aware of the information we collect, how we use it, and under what circumstances, if any, we disclose it.

Decision Critical reserves the right to modify this privacy statement at any time, so please review it frequently.

### **Contact Us**

If you have any questions or suggestions regarding our privacy policy, please contact us using any of the following:

- Email Customer Support at <http://www.DecisionCritical/contactus.asp>
- Phone Customer Support at 800-794-1770
- Mail Customer Support at 4205 Avenue A, Austin TX 78751