

Privacy Statement

Introduction

The National Association of Optometrists and Opticians (NAOO) is committed to protecting the privacy and security of information to the extent possible, subject to provisions of state and federal law. This Privacy Statement explains how we handle information that we may collect through our services or offline interactions with you. Your continued use of our services indicates you agree with the terms of this Privacy Statement. If you have any questions, please contact us using the methods provided at the end of this Privacy Statement.

Scope

This Privacy Statement applies to your use of NAOO's website and services. This website may contain links to other web sites that may be operated by third parties. We provide the links for your convenience, but we do not review, control, or monitor the privacy practices of web sites operated by others. NAOO is not responsible for the privacy practices or content of any third parties and we recommend that you review each web site's privacy practices and make your own conclusions regarding the adequacy of these practices.

How We Collect Information

As an organization representing retail optical industry, optometrists and opticians, NAOO is not in the business of collecting personal information. Although there are many applications and websites that collect information and other statistics about their users using cookies or other tracking technologies, we do not intend to collect any personal information about you when you visit this website.

However, we may collect information directly from you through your interactions with us—such as if you choose to send us an email or fill out a form. For example, if you communicate to us through the “Contact” section of the website, we retain your name, contact information and any associated messaging for the limited purpose of responding to your communication.

Information We May Collect

We may collect the following categories of personal information:

- **Contact information** (such as name, email address, mailing address, phone number).
- **Employment information** (such as occupation, affiliation, title, education, work history).

Note: You may voluntarily choose to provide us with additional information, such as when you send us an email or fill out a form.

How We Use Information

As mentioned, NAOO does not intend to use personal information other than to fulfill your requests and perform our services. For example, we may use information for the following purposes:

- Responding to inquiries
- Protection and security of our website and services
- Administrative communications
- Legal and regulatory

Information Sharing

NAOO does not sell or share personal information. However, we reserve the right to share information with service providers to carry out internal business purposes, with law enforcement when legally required, or at your direction.

Children and Minors

Our website is not directed to individuals under the age of eighteen (18) and we do not knowingly collect the personal information of any children or minors.

Rights and Choices

Depending on your jurisdiction, applicable law may entitle you to certain rights and choices as it pertains to your information. If you believe that you have applicable rights, please contact us with details regarding your request to exercise your rights.

We encourage all users to exercise control of their privacy by adjusting browser settings on devices (for example [Chrome](#), [Edge](#), [Firefox](#), [Internet Explorer](#), or [Safari](#)).

What happens if the privacy statement changes?

This Privacy Statement was last revised on November 18, 2020. We may change this Privacy Statement at any time and for any reason and changes shall become effective on the date they are posted. We encourage you to review this Privacy Statement each time you visit the web site.

If we decide to make a significant change to our Privacy Statement, we will post the change to this page.

How to contact us

If you have questions or comments about this Privacy Statement, please use the Contact form on this web site.