



DISCOVERING the SCIENCE of **ALCOHOL**

DSA Privacy Policy Statement

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The DSA web site, www.scienceofalcohol.com, is an educational web site intended for high school science teachers and high school science students. Personal information of site users is collected, used and disclosed *only* as described in this Privacy Policy Statement.

DSA is committed to protecting your privacy and security. Please read the DSA Privacy Policy Statement below for details about particular DSA web pages and services that you may use on those pages. This policy applies to your visit to DSA’s site as well as to any of the sub-site pages reached via this domain.

The DSA site has three distinct areas:

- General Information Site: www.scienceofalcohol.com
- Education Website/Online Activities (available only with purchase of classroom education kit): www.scienceofalcohol/TOC
- E-Commerce/Order Form: www.purchasedsa.com

Collection of Personal Information

You can visit our general information site without giving us any information about yourself. On the web pages within the general information site, you can learn more about the educational programs offered by DSA.

There are also links to educational activities and purchasing services within our site that require you to provide us with information. For example, during your visits to our web site, you may request information, contact us, conduct transactions online, register a purchased kit, or access the Education Website/Online Activities (which require a Username and Password). Depending on which area you may be accessing, you may then need to give us certain personal information – for example, to complete a purchasing transaction.

Once you are a registered purchaser/user of the DSA program, you may also receive emails from us to obtain your opinion of JMH’s educational programs or of potential new materials or component updates/enhancements that we are developing or offering. You may choose not to receive these emails. However, you agree that we are authorized to transmit email to you for the purpose of informing you about any particular transaction

you have initiated as well as to periodically update or refresh our customer lists and your account and contact information.

DSA's online student survey is anonymous in nature, and no identifiable personal information is gathered from participating students.

Collection of Aggregate Information

We may collect certain aggregate information, information which is non-personally identifiable/anonymous information about you, such as age, gender and frequency of web site visits. Aggregate information is used only in a collective manner, and no single person can be identified by that compiled information.

Security of Personal Information

DSA is committed to protecting the security of your personal information. We use a variety of security technologies and procedures to help protect your personal information from unauthorized access, use, or disclosure. For example, we store the personal information you provide on computer systems with limited access, which are located in controlled facilities.

When we transmit highly confidential information (such as a credit card number) over the Internet, we protect it through the use of encryption, such as the Secure Socket Layer (SSL) protocol. However, no transmission of data over the internet is guaranteed to be completely secure. It may be possible for third parties not under our control to intercept or access transmissions or private communications unlawfully. While we strive to protect your personal information, neither JMH nor any of our service providers can ensure or warrant the security of any information you transmit to us over the internet. Any such transmission is done at your own risk.

Use of Personal Information

DSA and its operational service partners (such as our webmaster, programmer, and order fulfillment company) collect and use your personal information. (See *Service Partner, Consultant and Affiliate Confidentiality*, below.) DSA may use your personal information to process and fulfill orders for products, register your purchased products for online access/use, send you emails related to our products and program updates, and create program enhancements that suit your needs. However, DSA does not use or disclose sensitive personal information without your consent, nor does DSA sell, rent or lease its customer lists to third parties.

We will never share your information except as required by law -- for example, to comply with a court order or subpoena or to assist in criminal investigations or in the good faith belief that such action is necessary to protect and defend the rights or

property of DSA or to protect the personal safety of users of DSA programs or members of the public.

Service Partner, Consultant and Affiliate Confidentiality

We occasionally hire other companies to provide limited services on our behalf, such as handling the processing and delivery of classroom materials, processing purchase transactions, tallying our anonymous student survey, or performing statistical analysis of our services. We will only provide those companies the personal information they need to deliver the service. We may also retain the services of consultants or affiliates to evaluate our web site and/or the services or materials provided on our web site. Any such companies retained by us for any of these purposes are or will be required to maintain the confidentiality of your information and are or will be prohibited from using that information for any other purpose.

Computer Data Collection

DSA collects certain information about your computer hardware and software. This information (such as the type of browser or operating system you are using) is collected through the use of a software technology called "cookies." This allows us to know how many teachers/students are using our DSA sites and which pages they visit. This site visitation data is identified only by a unique ID number, and it is never linked with personal information unless a user consents. This data helps provide us with general statistics regarding use of DSA to make future program and site improvements to better serve our education audience. As part of this site use tracking process, we also collect IP addresses in order to understand teacher and student usage of our education sites.

Parts of the site will not function if you do not have cookies enabled. You can set your browser to refuse cookies, or to alert you when cookies are being sent. If you turn cookies off or refuse them, though, you will not be able to make a purchase or use certain other functions because we will not be able to recognize you as a registered purchaser/user to allow you access to your account information.

We also tally responses to our anonymous student classroom survey in order to provide your students with national statistics/anonymous results of the opinions of other students taking the survey. This information is anonymous and will never be identified with or lead us back to any of our student site users.

Using the DSA Online Activities

There are online activities on the DSA site that are for teachers and students to access and use in conjunction with DSA printed program materials. In order to give you and your students access to these online activities, we will collect personally identifiable information from you and have you create a Username and Password that you and your students will use to gain access to the activities. The DSA activities are not intended for

use by children under age 13; rather, they are intended for use by teachers and by high school biology/chemistry students. We are concerned about the safety of children when they use the internet and appreciate that children may not understand all the provisions of our privacy policy or make informed decisions about the choices made available to adult users of this web site. We encourage parents, guardians and teachers to spend time with their children and students online and to be familiar with the sites the children visit.

Interaction with DSA

If you choose to send us an e-mail message, we may retain the content of the e-mail, your e-mail address, and our response in order to service your needs. When you contact us, or otherwise give us personal information, DSA will not share that information with third parties without your permission, other than for the limited service partner exceptions listed above.

You may be placed on our mailing list when you contact us, unless you “uncheck” the box to opt out of receiving emails. To remove your name from our mailing list at another time, please send an email to webmaster@scienceofalcohol.com. If you opt out of receiving our emails, DSA reserves the right to contact you in other ways, such as by mail, to alert you to important information about the program and its use in the classroom.

Links to Third Party Sites

DSA is not responsible for the information practices employed by sites linked to or from our web site. For example, we may link to education or government sites for high school students to consider for additional topical research. Since third party web sites may have different privacy policies and/or security standards governing their sites, we advise you to review the privacy policies and terms and conditions of these sites as well.

Changes to this Statement

DSA will occasionally update this Privacy Statement. DSA encourages you to periodically review this Statement to be informed of how we are protecting your information.

Limitation on Liability

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Applicable Law

The laws of the State of New York will govern these disclaimers, terms and conditions without giving effect to any conflict of law principles.

Contact Information

DSA's sites are owned and operated by JMH Publishing, Inc., 60 Madison Avenue, New York, NY. We can be reached by e-mail at info@scienceofalcohol.com. We welcome your comments and questions regarding this Privacy Statement. If you believe that that we have not adhered to this Statement, please contact us by e-mail at: feedback@scienceofalcohol.com.

The effective date of this Privacy Policy is May 2008.

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