

PRIVACY POLICY

National Insulation Association respects the privacy and security of visitors to our website. Our Privacy Policy was developed out of our commitment to combine the highest-quality services with the highest level of integrity in dealing with visitors to our site. Here, you will learn what personal information of yours is collected, how and when we might use your information, who has access to your information, and how we protect your information.

WHAT INFORMATION IS COLLECTED

When you visit our website you may provide us with two types of information: (1) personal information you knowingly choose to disclose that is collected on an individual basis; and (2) website use information collected on an aggregate basis as you and others browse our website.

1. *PERSONAL INFORMATION YOU CHOOSE TO PROVIDE*

When you sign up for a service or otherwise request/obtain information or services from our website, we may ask you for your name, address, phone numbers, e-mail address, and some other personal information. In addition, if you choose to correspond further with us through e-mail, we may retain the content of your e-mail messages, together with your e-mail address, and our responses. We provide the same protections for these electronic communications that we employ in the maintenance of information received by mail and telephone.

2. *WEBSITE USE INFORMATION*

Similar to other commercial websites, our website utilizes a standard technology called “cookies” (see explanation below, “What Are Cookies?”) and web server logs to collect information about how our website is used. When you visit an Internet website, you disclose information about yourself, such as your Internet protocol (IP) address, the time of your visit, and the referring location (e.g., the site or page that offered a link to us). Other information gathered through cookies and web server logs may include the pages viewed, the time spent at our website, and the websites visited just before and just after our website. We, like many other sites, record this basic information about visits to our site. This information is collected on an aggregate basis.

HOW AND WHEN INFORMATION IS USED

1. *PERSONAL INFORMATION*

We use personal information for purposes of administering our business activities and providing services.

2. *WEBSITE USE INFORMATION*

We use website browser software tools, such as cookies and web server logs, to gather information about the browsing activities of visitors to our website in order to improve our website and better serve our visitors. This information assists us to design and arrange our web pages in the most user-friendly manner and to continually improve our website to better meet the needs of our visitors. We also use this information for purposes of system administration and to report aggregate information.

Cookies help us collect important business and technical statistics. The information in the cookies lets us trace the paths followed by visitors to our website as they move from one page to another. Web server logs allow us to count how many people visit our website and evaluate our site's visitor capacity.

WHAT ARE COOKIES?

Cookies are a feature of web browser software that allows web servers to recognize the computer used to access a website. They are small pieces of data that are stored by a user's web browser on the user's hard drive. Cookies can remember what information a user accesses on one web page to simplify subsequent interactions with that website by the same user or to use the information to streamline the user's transactions on related web pages. This makes it easier for a user to move from web page to web page and to complete commercial transactions over the Internet. Cookies are used to make your on-line experience easier and more personalized.

WHO HAS ACCESS TO THE INFORMATION

Except as described herein, we will not willfully disclose any individually identifiable information about our users to any third party without first receiving that user's permission. However, we may disclose personal information when we believe in good faith that the law requires it or to protect our rights or property. When you give us personal information, you are consenting to the disclosures as described herein.

HOW WE PROTECT YOUR INFORMATION

The privacy and protection of your personal information is vitally important to us. We do not make personal information available to any third parties without your permission, except as provided herein. Any user statistics are provided in the aggregate only and do not include any personally identifiable information. Our corporate values, ethical standards, policies and practices are committed to the protection of visitor information.

Unfortunately, no data transmission over the Internet can be guaranteed to be completely secure. Accordingly, despite our efforts to protect your personal information, we cannot ensure or warrant the security of any information you transmit to us. You transmit all such information

at your own risk. However, once we receive your transmission, we make commercially reasonable efforts to ensure its security on our systems.

WHAT ABOUT OTHER WEBSITES LINKED TO OUR WEBSITE?

We are not responsible for the practices employed by websites linked to or from our website nor the information or content contained therein. Often, links to other websites are provided solely as pointers to information on topics that may be useful to the visitors of our website.

Please remember that when you use a link to go from our website to another website, our Privacy Policy is no longer in effect. Your browsing and interaction on any other website, including websites which have a link to our website, is subject to that website's own rules and policies. Please read over those rules and policies before proceeding.

You should remember that whenever you voluntarily disclose personal information on-line, such as on message boards, through e-mail, discussion groups, or in chat areas, your information can be collected and used by others. Although we try to protect your personal information, we cannot ensure or warrant the security of any information you transmit to us, and you do so at your own risk.