

Privacy Policy/Disclosure

This privacy policy sets out how Window Coverings Association of America, Inc. (WCAA) uses and protects any information that you give WCAA when you use this website.

WCAA 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.

WCAA may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

WHAT WE COLLECT

When ordering or registering on our site, as appropriate, you may be asked to enter your:

- Name and job title
- Contact information including email address
- Mailing address
- Phone number
- Credit card
- IP address
- Demographic information such as postcode, preferences, and interest
- Other information relevant to customer surveys and/or offers

You may, however, visit our site anonymously.

We do not record any customer service calls. No calls are ever screened by any third party.

GDPR COMPLIANCE

GDPR - We do not offer products within the EU, therefore we are exempt from GDPR.

While we do not meet the threshold for compliance with GDPR, we will remove from our system your Personal Identifying Information at your request. If you choose to place an order with us - we must retain minimal information to fulfill your product warranty. Retaining your information to service your product warranty is allowed and fully compliant.

WHAT WE DO WITH THE INFORMATION WE GATHER

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- We may use this information to improve our content, products, and services.
- We may periodically send promotional emails about new posts, products, special offers, or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax, or mail. We may use the information to customize the website according to your interest.
- To process transactions.
Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the purchased product or service requested.

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, both here on the site WCAA as well as services we use for collecting email addresses, collecting payments and other data.

After a transaction, your private information (credit cards, social security numbers, financials, etc.) will not be stored on our servers.

HOW WE USE COOKIES

A cookie is a small file that asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes, and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyze data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

LINKS TO OTHER WEBSITES

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites, and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

CONTROLLING YOUR PERSONAL INFORMATION

You may choose to restrict the collection or use of your personal information in the following ways:

- Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at WCAA.org.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

YOUR CONSENT

By using our site, you consent to our website privacy policy.

WCAA

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