

Privacy Policy

Privacy on NOW.org — An Overview

The National Organization for Women (NOW) is strongly committed to protecting the privacy of users of its interactive services.

The purpose of this privacy policy is to inform you, as a welcome visitor to NOW.org, what kinds of information we may gather about you when you visit NOW.org, how we may use that information, whether we disclose it to anyone, and the choices you have regarding our use of, and your ability to correct, the information. This privacy policy applies to the NOW.org site, all NOW subsidiary sites and other Internet-accessible NOW-branded services like NOW's email newsletters (although we will refer here only to NOW.org to make reading this policy easier). Other NOW products and services may also have their own privacy policies, which you should review when you use these services. Finally, please note that this policy applies only to NOW.org, and not to other companies' or organizations' Web sites to which we link.

Information about NOW.org Visitors

In general, our site automatically gathers certain usage information like the numbers and frequency of visitors, very much like television ratings that tell the networks how many people tuned in to a program. We only use such data in the aggregate. This aggregate data helps us determine how much our visitors use parts of the site, so we can improve our site to ensure that it is as appealing as we can make it for as many of you as possible.

Information About You

We may specifically ask for information about you when you sign up to use a service, like NOW's email newsletters, or when you order a product from the NOW catalog. We will need certain information—such as name, email address, billing address—in order to provide that service. We may also use that information to let you know about our other newsletters or services. You can then choose to opt-out or opt-in to receive more information.

You may opt-out of receiving email newsletters from NOW.org by following the specific "unsubscribe" instructions included in the email. To elect not to receive any other email information from NOW.org, please visit now.org to change your preferences.

Online Activism

Our activist letters and activist list are administered on a website that NOW runs on CapWiz, an electronic communication service of Capitol Advantage Inc. The contract between NOW and Capitol Advantage allows CapWiz to collect and store the personal information that you provide on our behalf, but Capitol Advantage is prohibited from sharing this information to any organization except NOW. The contract forbids Capitol Advantage from renting, selling or trading any of this information.

Our 'write your elected representatives' feature counts your letter and its recipient, but does not record its content. Counting permits us to track how many letters are delivered to which recipient. Your elected representative is selected according to the address you enter when sending a letter. If you wish to have your address stored as a "cookie" for future use on your computer, select the "remember me" option when sending letter. If you do not select "remember me," your information will not be stored on your computer or our server. If you choose to be remembered, the cookie will be stored on your computer solely for the purpose of retrieving your personal address when you send letters. It will not be stored on Capitol Advantage or NOW servers.

Disclosure

We do not use or disclose to any outside companies information about your individual visits to NOW.org or information that you may give us on NOW.org, such as your name, address, email address or telephone number.

Privacy Policy Changes

If we decide to change our privacy policy, we will post those changes here so that you will always know what information we gather, how we might use that information and whether we will disclose it to anyone.