

## BEN PORTAL PRIVACY POLICY

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By registering for free access to BiosciEdNet (BEN) Portal, you are agreeing that AAAS may contact you by mail or email with information about biology teaching and learning activities and resources. Registered users can anticipate receiving no more than eight e-mail messages annually from AAAS on behalf of the BEN Collaborative project in exchange for the wealth of information freely accessible through the BEN Portal. **AAAS does not release e-mail addresses to outside organizations.**

The BEN Collaborative project supports a set of privacy practices, which balance the privacy needs of its users with the library's ability to provide users high quality customizable access to its resources and producing summary reports on the site usage. This privacy policy outlines the different forms of data being collected by the BEN Collaborative project, and the ways in which it is being stored and safeguarded.

If you have any questions about this project's privacy practices, please contact the BEN Portal webmaster via email at [biosciednet@aaas.org](mailto:biosciednet@aaas.org).

### SCOPE OF POLICY

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This policy applies only to BEN Portal, a National Science Digital Library (NSDL) Pathway for the biological sciences. Please note that if you leave the BEN Portal for another web site, including the NSDL, the web site of another NSDL project, or the web site of a BEN Collaborator, this privacy policy will no longer apply.

### INFORMATION WE COLLECT

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The BEN Collaborative collects different types of data from visitors to this site, including you. These data may include your IP address, the date and time of your visit, and the type of operating system and web browser that you use. These data are used to analyze web site visits, and to support the implementation of tools to enhance your experience at the BEN Portal.

When a user registers for an account at the BEN Portal site, the following information is collected.

1. Email Address
2. Name (First and Last OR Username)
3. Job Title
4. Organization/Institution
5. Department
6. Teaching Audience
7. Personal password

For users who would like to recommend or submit teaching resources for inclusion in the BEN Collaborative library of teaching resources, the following additional information is collected in case follow-up or verification of information about the recommended resources is needed.

1. Postal address,

2. Phone number, and
3. Fax number

The BEN Collaborative will use the registration information for the following purposes:

1. Usage reports generated from log files and registration data summarized by teaching audience, institutions, and teaching disciplines/departments.
2. Conducting user surveys
3. Issuing updates about new resources
4. Providing personalized content based on teaching audience and biological sciences themes and pedagogical topics of interest

In the event that collected information will be used for purposes other than those described herein, users will be notified of such changes and will be given the option to opt out.

This web site uses web metrics to record the details of your visit. This involves collecting data such as the pages you have viewed and the browser you have used. Web metrics data can range from the anonymous (e.g. time/date of visit) to the identifiable (e.g. IP address). These data provide useful statistics for project managers and sponsors, and support the improvement of web site design. These data are always anonymous, and always aggregated.

This web site collects two different forms of web metrics: first-party (transaction log) metrics and third-party metrics.

In the case of first-party web metrics, these are collected by the BEN Collaborative on an AAAS operated server and the data is password protected. All data collected by the BEN Collaborative belongs to AAAS. Access to BEN Collaborative web metrics data will only be made public (for instance in reports) in anonymous and aggregated form.

In the case of third-party web metrics, NSDL has contracted a third party, Omniture Corporation (<http://www.omniture.com/>), to implement standardized web metrics for NSDL projects, including the BEN Collaborative project. NSDL uses third-party web metrics in order to provide standardized baseline web metrics across NSDL projects. These web metrics are implemented with a combination of session (non-persistent) cookies, and javascript that is embedded in each of the BEN Portal site's pages that is triggered every time that you load a page. This technology allows Omniture to track user interactions with the BEN Portal site without having direct access to the BEN Portal server.

All data collected by Omniture belong to NSDL Core Integration, and not to Omniture. Access to Omniture web metrics data is therefore only available to NSDL Core Integration and the BEN Portal Manager, and is password protected. These data will only be made public (for instance in reports) in anonymous and aggregated form.

## **USE OF INFORMATION**

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The information collected may be used by AAAS for the purpose of operating and improving the BEN Portal, fostering a positive user experience, and delivering the products and services that we offer. The registration form and other communication methods provide you with

relevant opt-in and opt-out choices regarding communications with you. We have, or may have, an area where you can submit feedback. Any feedback you submit in this area becomes our property.

## **DISCLOSURE OF INFORMATION TO OTHERS**

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We do not disclose to third party your registration data which includes personal information, combined personal and demographic information, or information about your use of the BEN Portal (such as the areas you visit or the services you access), except as set forth in the following subparagraphs.

1. In the case of third-party web metrics, NSDL has contracted a third party, Omniture Corporation (<http://www.omniture.com/>), to implement standardized web metrics for NSDL projects, including the BEN Collaborative project. NSDL uses third-party web metrics in order to provide standardized baseline web metrics across NSDL projects. All data collected by Omniture belong to NSDL Core Integration, and not to Omniture. Access to Omniture web metrics data is therefore only available to NSDL Core Integration and the BEN Portal Manager and is password protected. These data will only be made public (for instance in reports) in anonymous and aggregated form.
2. We may disclose such information if legally required to do so, if requested to do so by a governmental entity, or if we believe in good faith that such action is necessary to: (a) conform to legal requirements or comply with legal process; (b) protect the rights or property of BEN Collaborative project or its affiliated companies; (c) prevent a crime or protect national security; or (d) protect the personal safety of users or the public.

## **USE OF COOKIES**

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The BEN Collaborative sites use "cookies" to help personalize and maximize your online experience and time online. A cookie is a small file that the BEN web server generates and sends to your browser; it is then stored on your hard drive. The small file contains information about your login, so that whenever you want to see a password-protected page, our web servers can look up the information stored in your cookie. This saves you the trouble of logging in every time you want to see a protected page.

Cookies generated by the BEN web server do not contain demographic information. The BEN web server does not attempt to read cookies written by other web servers.

## **CHILDREN**

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The BEN Collaborative site is not intended for children under 13 years of age. We do not knowingly collect personal information from children under 13.

## ACCEPTANCE OF THESE TERMS

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Your use of the BEN Collaborative site shall indicate your understanding and acceptance of the terms of this Privacy Statement. If you do not agree with all of the terms herein, you should not use the BEN Collaborative site or services.

## CHANGES TO PRIVACY STATEMENT

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If we decide to change our Privacy Statement for the BEN Portal, we will post those changes here so that you will always know what information we gather, how we might use that information, and to whom we will disclose it. If at any time, you have questions or concerns about this Privacy Statement, please feel free to e-mail us at [biosciednet@aaas.org](mailto:biosciednet@aaas.org).

We welcome your comments concerning this Privacy Statement. If you believe that we have not adhered to this Statement, please contact us by e-mailing us at [biosciednet@aaas.org](mailto:biosciednet@aaas.org). We will use commercially reasonable efforts to promptly determine and remedy the problem. Thank you for using the BEN Portal.