

Privacy Policy

Updated April 22, 2010

At NPR Listens, we recognize the importance of privacy to visitors to our Web site. This Privacy Policy explains what type of personally identifying information is collected from you when you visit our Web site and how that information may be used and disclosed. The terms of this Privacy Policy apply to the World Wide Web site of NPR Listens, currently located at the www.nprlistens.org domain and subdomains, and any features of this site (collectively the "Site").

NPR Listens and the Site are managed by National Public Radio, Inc. ("NPR").

Gathering of Information

NPR collects personally identifying information ("Personal Information") from the Site only if you choose to provide that information to us. You are free to choose whether or not to register to use the Site and whether or not to participate in any surveys, sweepstakes, contests, or other features of the Site, free to choose not to answer any specific questions, and free to discontinue participation at any time.

Like all other Web servers, NPR's Web server automatically creates log files for each visitor who accesses our site. These "access logs" allow us to make our site more useful to our visitors. The access logs do not record a visitor's name, address, or any other Personal Information. Rather, they contain some or all of the following information: the Internet protocol address (IP address) of the machine that accessed the Site, the date of the visit, the time of the visit, the path taken through the Site, the browser being used, a list of files downloaded or viewed, the amount of time spent listening to RealAudio or Windows Media files, application performance metrics, and any errors encountered.

The information in NPR's access logs is not tied to your Personal Information unless you log into the Site using a user ID and password. In that case, NPR can identify the activities that you performed while logged in.

NPR also uses "cookies" to collect information. A cookie is a string of characters that can be written to a file on the user's hard drive when the user visits a Web site. Only the Web site that set the cookie can read it, and it can only be used as a record-keeping device to store information that the site already has. It cannot, for example, be used to read other information from the user's hard drive. NPR uses cookies to track users' activity through the Site in order to improve the Site's architecture, to control access to restricted areas of the Site, to offer the user interactive features that would not be possible without them, to maintain application session information during a usage session of the system, to ensure that the same survey is not answered twice by the same respondent, to track the origin of visitors to the site originating from affiliate sites, during the design of specific surveys, and to recall specific information to save the user time during subsequent visits to the Site. For example, cookies allow NPR to remember your media player (e.g., RealAudio or Windows Media) preference. Discussion Forums and other interactive features also use cookies. If you wish to prevent certain or all cookies from being set to your hard drive you may disable them in your browser's preferences, although you will then be unable to access areas of the Site that are restricted through use of a user ID and password.

NPR asks users to provide certain Personal Information when they register to use the Site. Personal Information provided during registration includes your name and e-mail address, as well as other information that NPR maintains in combination with your name and e-mail address, such as user ID, password, gender, age, country of residence, zip code for U.S. residents, marital status, children, education, employment, race/ethnicity, income, radio listening habits, interests, and technology usage. If you do not wish to provide this information, you may choose not to register to use the Site, in which case you will not be able to view or participate in its surveys and other features.

Users who register to use the Site may participate in surveys in which they provide responses or comments to NPR, which NPR maintains in combination with your Personal Information. Surveys may include but not be limited to responding to new and existing programming, providing feedback on NPR communications such as audio promotions and visual media, informing us of your level of awareness of sponsors, telling us what you think about NPR program blogs, and providing input to NPR member stations on their fundraising practices. Results of the surveys will be presented in written form using graphics, tables, and interpretive text to share the opinions of NPR Listens participants in order to inform decision-making at NPR, NPR member stations, and elsewhere.

In order to participate in Discussion Forums, users must choose and provide screen names. In order to participate in sweepstakes or contests, users must provide additional Personal Information such as telephone number and mailing address.

NPR may also ask users to provide Personal Information in other circumstances specified at the time the information is gathered.

Use and Disclosure of Personal Information

NPR's own use of Personal Information it collects through the Site is limited to the following: choosing and contacting users to participate in surveys; designing, conducting, analyzing, and interpreting surveys; customer service; fulfillment of newsletters, informational e-mailings, and other communications on such subjects as new surveys, new Site features, requests to participate in Discussion Forums, information from NPR regarding how NPR Listens has influenced NPR, and other topics; giving the user access to the Site; business analysis; responding to user e-mails; sweepstakes and contest management; other internal NPR purposes; and other purposes specified at the time the information is gathered.

NPR makes available to third parties the Personal Information collected by NPR from users of the Site in a variety of ways, as described below.

The Site, the surveys, the sweepstakes, the contests, and other features on the Site are operated using technology and services provided by Vovici Corporation, which gathers, stores, and has access to all Personal Information provided by users, and provides Web hosting services for the Site. Further information about Vovici Corporation can be found at its Web site, www.vovici.com.

Other third parties providing services to NPR in connection with NPR Listens, such as those performing system support, data processing, or ongoing maintenance, may have access to Personal Information collected from the Site in the course of fulfilling their service obligations to

NPR; these third parties, however, have no right to retain, share, store, or use Personal Information for any purposes other than to provide to NPR the services it contracted for.

NPR may disclose a user's name, zip code, and e-mail address to the user's local NPR member station if the user has first consented to the disclosure. NPR member stations may use and disclose Personal Information differently than described in this Privacy Policy. Please check your station's Web site to review its privacy policy.

NPR may disclose a user's name and city and state of residence if the user wins a prize in any sweepstakes or contest operated by or through the Site.

NPR may disclose the results of user surveys to third parties in nonidentifying form, such as in the form of anonymous comments or aggregated statistics according to various broad categories. NPR will not, however, disclose any information that could be used to identify users. By responding to surveys on or through the Site, you grant NPR a nonexclusive, perpetual, royalty-free, worldwide license to use, copy, archive, sublicense, modify, transmit, publicly perform, and display in all media, whether or not now known, your survey responses (in nonidentifying form as described above).

NPR may also disclose Personal Information if required to do so by law or if it believes that such action is necessary to (a) comply with the law or with legal process, (b) protect against misuse or unauthorized use of the Site, or (c) protect the personal safety or property of Site users, the public, or NPR and its employees.

Any information that you disclose, including your screen name, when participating in the Discussion Forums becomes public, and may be used by third parties to identify you.

Other than as described above, Personal Information collected from the Site by NPR is not distributed to outside parties.

If you do not want your Personal Information to be collected or used for any of these purposes, you can "opt out" according to the process described below.

Security

NPR has in place what we believe to be appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online. Log-in information for the Site is protected against unauthorized use by industry-standard encryption technology (currently Secure Sockets Layer software, which encrypts the information before it is sent). Although NPR exercises reasonable care in providing secure transmission of information between your computer and our servers, NPR cannot ensure or warrant the security of any information transmitted to us over the Internet and accepts no liability for any unintentional disclosure.

Underage Users

You must be at least 18 years old in order to register to use the Site. If you are under 18 years of age, please do not send us any information about yourself, including your name, address, telephone number, or e-mail address. If we discover that we have collected any Personal Information from a user under the age of 18, we will remove that information from our records as soon as possible.

Corrections to Personal Data; Opting Out

Please write to brobins@npr.org to (a) correct or update any Personal Information in the NPR Listens database that you state is erroneous, (b) opt out of future communications from NPR Listens, or (c) request NPR to make reasonable efforts to remove your Personal Information from the NPR Listens database, thereby canceling your registration for the Site. You understand that it will be impossible to delete Personal Information entirely because of backups and records of deletions, and that any Personal Information you have submitted to the Discussion Forums will remain publicly available in the Discussion Forums indefinitely, and will remain available to NPR permanently.

NPR will maintain procedures for addressing and responding to all inquiries or complaints regarding handling of Personal Information, and will investigate all complaints concerning compliance with this Privacy Policy. If a complaint is found to be justified, NPR will take appropriate measures to resolve the complaint including, if necessary, amending its policies and procedures. The user will be informed of the outcome of the investigation regarding his or her complaint.

Acceptance of Privacy Policy Terms

Your use of the Site, including any dispute concerning privacy, is subject to this Privacy Policy and the [Terms of Use](#) for the Site. Please make sure that you read the [Terms of Use](#) to understand additional terms and conditions that apply to the use of the Site.

NPR reserves the right to modify, add, or delete portions of this Privacy Policy at any time without notice to you. Any changes to this Privacy Policy will be posted to this page as soon as reasonably possible, so please check this page periodically. Use of the Site constitutes consent to any Privacy Policy then in effect.

If you have any questions or comments about our Privacy Policy, please contact us via e-mail at brobins@npr.org, by phone at 202.513.2814, or by mail at:

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Links to Other Sites

It is important to note that the Site might contain links to other sites that might not follow the same privacy policies as the Site. For instance, these other sites might use cookies, collect data, and use the data in ways that the Site does not. Except for the www.npr.org site, NPR is not responsible for the privacy practices or any information or materials on these other sites. Please visit these sites if you wish to review their privacy policies. The privacy policy for the www.npr.org site is different from this Privacy Policy for NPR Listens, and can be reviewed at www.npr.org/about/privacypolicy.html.