



## WISCONSIN PODIATRIC MEDICAL ASSOCIATION

### **Privacy and Confidentiality Policy**

#### **Introduction**

Wisconsin Podiatric Medical Association understands that you are aware of and care about your own personal privacy interests, and we take that seriously. This privacy policy describes our policies and practices regarding collection and use of your personal data and sets forth your privacy rights. We recognize that information privacy is an ongoing responsibility, and so we will continue to update this privacy policy as we undertake new personal data practices or adopt new privacy policies.

#### **Applicability and Eligibility**

This privacy policy applies to our collection, use, disclosure, and protection of your data. It does not apply to third party websites, applications, or services. Before accessing, using, or interacting with our services, carefully review the terms and conditions of this privacy policy. Services are not directed to children under the age of 16. You may not use our services if you are under the age of 16.

#### **Collection and Use of Personal Information**

We collect personal information about our educational event attendees. This information includes, but is not limited to, first name, last name, organization name, home and work addresses, email addresses, and phone numbers. This information is used to provide learners with event notifications and more and may be shared with third parties as outlined below.

#### **Educational Events**

We host educational events throughout the year, including our annual conference, webinars, and trainings (collectively “events”). When you register for one of our events, we collect personal information about you, as outlined above, which we will store in our database and use to provide you with information and services associated with the event or other services that we provide.

If you are an instructor at one of our events, we will collect information about you including but not limited to your name, contact information, organization name, professional biography, and photograph, and we will also collect information provided by event attendees who evaluated your performance as an instructor. As an attendee, instructor, or industry member, we will keep a record of your participation to provide you with post-event information including but not limited to details on upcoming events you may be interested in.

We reserve the right to use any photograph/video taken at our events, without the expressed written permission of those included within the photograph/video. We may use the photograph/video in publications or other media material produced, used, or contracted including but not limited to brochures, invitations, books, newspapers, magazines, television, websites, etc. To ensure the

privacy of individuals, images will not be identified using full names or personal identifying information without written approval from the photographed subject.

### **Correspondence Information**

If you correspond with us by email, the postal service, or other form of communication, we may retain such correspondence and the information contained in it and use it to respond to your inquiry; to notify you of our events; or to keep a record of your complaint, accommodation request, etc. Users may opt-out of receiving certain communications by following the unsubscribe process described in an email communication, or by contacting our office directly.

### **Access to Your Information**

Certain tools and settings are provided to help you access, correct, delete, or modify your personal information. We welcome you to contact us regarding the information we have collected about you, including the nature and accuracy of the data collected about you, to request an update, modification, or deletion of your information, to opt-out of certain communications, or to withdraw any consent you may have granted. Please note that if you choose to delete your information or opt-out of the collection and use of your information, certain features may no longer be available to you.

### **Purposes for Processing Your Data**

As explained above, we process your data to provide you with the goods or services you have requested or purchased from us, including but not limited to event attendance. We use this information to refine our goods and services to better tailor them to your needs and to communicate with you about other events and services we offer. Our accrediting body, the Council on Podiatric Medical Education, requires that certain information be collected and stored on all event attendees pursuant to its accreditation standards.

### **Payment Information**

We may collect and store information related to purchases if you choose to purchase goods and services from us. You may provide certain information to complete payments, including your credit or debit card number, card expiration date, CVV code, and billing address (collectively, "Payment Information"), along with your name and billing, and shipping address, to complete payment transactions. Per PCI Compliance, we do not accept credit card information via email. Credit card information received via fax, phone, or mail is entered into a secure system and then deleted and destroyed.

### **Website Usage**

As is true of most other websites, our website, [www.gapma.com](http://www.gapma.com), collects certain information automatically and stores it in log files. The information may include internet protocol (IP) addresses, the region or general location where your computer or device is accessing the internet, browser type, operating system and other usage information about the use of our website, including a history of the pages you view. We use this information to help us design our site to better suit our users' needs. We may also use your IP address to help diagnose problems with our server and to administer our website, analyze trends, track visitor movements, and gather broad demographic information to assist us in identifying visitor preferences. Our website also uses cookies and web

beacons. It does not track users when they cross to third party websites or provide targeted advertising to them, and therefore does not respond to Do Not Track (DNT) signals.

### **Sharing Information**

Information about your purchases is maintained in association with your profile account. The personal information we collect from you is stored in a database hosted by a third party, MemberClicks (“MC”). MC does not use or have access to your personal information for any purpose other than cloud storage and retrieval.

We do not otherwise reveal your personal data to third parties for their independent use unless: (1) you request or authorize it; (2) it is in connection with any of our events; (3) the information is provided to comply with the law (for example, to comply with a search warrant, subpoena or court order), enforce an agreement we have with you, or to protect our rights, property or safety, or the rights, property or safety of our employees or others; (4) the information is provided to our agents, industry partners, vendors or service providers who perform functions on our behalf; (5) to address emergencies or acts of God; or (6) to address disputes, claims, or to persons demonstrating legal authority to act on your behalf.

Our website uses interfaces with social media sites such as Facebook, LinkedIn, Twitter, Instagram and others. If you choose to "like" or share information from our website through these services, you should review the privacy policy of that service. If you are a member of a social media site, the interfaces may allow the social media site to connect your site visit to your personal data.

### **Changes and Updates to the Privacy Policy**

By purchasing good or services from us, including but not limited to event attendance, and using our website, you agree to the terms and conditions contained in this privacy policy. As our organization and the educational offerings change from time to time, this privacy policy is expected to change as well. We reserve the right to amend the privacy policy at any time, for any reason, without notice to you, other than the posting of the amended privacy policy on our website.

### **Data Protection Officer**

Our management firm is headquartered in Saint Paul, Minnesota, in the United States. We have appointed an internal data protection officer for you to contact if you have any questions or concerns about our data policies or practices. Our data protection officer’s name and contact information are as follows:

Marit Sivertson, JD  
Wisconsin Podiatric Medical Association  
Data Protection Officer  
1465 Arcade Street  
Saint Paul, MN 55106  
Phone: 608-844-8538  
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