

## **GREATER LOUISVILLE MEDICAL SOCIETY WEBSITE Privacy Policy**

The Greater Louisville Medical Society (GLMS) and its various affiliates respect your privacy and are committed to protecting it at all times. This online Privacy Policy explains how GLMS collects, uses, shares and safeguards information on its website. We don't share any of the information you provide with others, unless we say so in this Privacy Policy, or at the point of submission, or when we believe in good faith that the law requires it. Before you use our various services, you should carefully review this Policy.

### **Your Consent to this Privacy Policy**

By browsing or using the interactive features of this Site, you are agreeing to the collection, use, and disclosure of your personal information as described in this Privacy Policy. If you do not want us to collect or process your personal information in ways described in the Terms of Use and this Privacy Policy, you should end this session now and refrain from using our websites and apps in the future.

### **Changes to the Privacy Policy**

We reserve the right to update or modify this Privacy Policy, at any time and without prior notice, by posting the revised version on this Site and indicate at the end of Policy when the latest revisions occurred. Your use of this Site following any such change constitutes your agreement that all personal information collected from or about you through this Site after the revised Privacy Policy is posted will be subject to the terms of the revised Privacy Policy.

## **What Information We Collect and How We Use It**

### **Information We Collect**

When you create an account to become a registered user on our site, or choose to interact with us in other ways, you will be invited to submit certain information, which we collect in order to fulfill your expectations and anticipate your needs. Examples include subscribing to GLMS publications, purchasing a GLMS product, applying for GLMS membership, participating in online surveys, or requesting information or materials, we will collect certain personal information from you. The type will vary but may include name, address, phone number, birth date, billing and delivery information, email address and other demographic information. Our need and basis for collecting and processing this information is to deliver the products you purchased or requested, service your information or publication order, and other purposes listed below, toward fulfilling your needs and expectations.

### **How We Use Information**

We process data received about you on the legal basis of GLMS's legitimate interests in providing our services, websites, apps and their functionality to you. Once collected, we may use your personal information for the following purposes:

- Register you for programs and services you have requested
- To contact you with member information
- Answer your emails or online requests
- Send information you request and verify your current information
- Send and process surveys and quizzes
- To publish an online Member Directory or create a **networking** area within this Site

- Ensure GLMS sites are relevant to your needs
- Deliver GLMS services such as newsletters, meetings or events
- Present focused advertising that might interest you
- Recommend content that suits you
- Alert you when fresh content is posted or released
- Invite you to join GLMS or renew your membership
- Support credentialing and physician network affiliation products of interest to hospitals, health insurance payers and patients
- Notify you about new products/services, special offers, upgrades and other related information from GLMS

You can manage your account, limit alerts or opt-out of some or all future communications. All e-mail communications contain an “unsubscribe” option in case you want to discontinue the communication at any time. When we contract with vendors to deliver emails to you on our behalf, they are under agreement and limited from using your email address and other personal information for any other purpose.

### **With Whom We May Share Information**

GLMS may share personal information with our business partners in order to provide them an opportunity to offer products or services that may be of interest to GLMS Members and others. We only provide those companies with access to information as is required to deliver the service. They are prohibited from using that information for any other purpose. Except as described in this section, third parties may not collect personally identifiable information about your online activities over time or across different Web sites when you use our web sites.

### **Disclosure to Third Parties**

On occasion, GLMS may disclose your personal information to a third party. Those circumstances include when:

- (1) reasonably necessary to perform a service or deliver a product or publication or focus an offer specifically to you;
- (2) authorized by you;
- (3) permitted under this Privacy Policy;
- (4) required by statute or regulation; or
- (5) in the good-faith belief that such action is necessary to:
  - (a) conform to legal requirements or comply with legal process served on GLMS;
  - (b) protect and defend the rights or property of GLMS;
  - (c) protect the personal safety of GLMS personnel or members of the public in urgent circumstances;
 or
  - (d) enforce GLMS’s Privacy Policy or [Terms of Use](#).

### **Tracking Activity on Our Website**

We track how our sites are used by both anonymous visitors and registered users who interact with the site. One way we track is by using "cookies." A cookie is a small file or string of text on the site user's computer that is used to aid Web navigation. Two types of cookies are commonly used. A session cookie is created by a website when that website is accessed; that type of cookie is automatically deleted by closing the Web browser. A persistent cookie is a cookie that is stored on the hard drive of the user's computer for a period of time chosen by the website that set the cookie, usually for a number of years, unless the user deletes it manually. This policy distinguishes between short-lived cookies and long-lasting cookies. Short-lived cookies include all session cookies and those persistent cookies that are set to be stored for no more than one week.

GLMS-related websites may at times require users to accept short-lived cookies in order for the websites to function properly. Long-lasting cookies may be used on the site to track visitor practices to help determine which site features and services are most important and guide editorial direction. Other long-lasting cookies may make it possible for the user to access the site without requiring entry of a user name or password, allow the user to view different restricted areas of the site without reregistering, allow the user to personalize the site for future use and provide other features and benefits. Users who do not desire the functionality created by the long-lasting cookies can disable the long-lasting cookie function by disabling the long-lasting cookie function on their Web browser. Individuals can opt out of long-lasting cookie functions at any time. Another way interactions with our sites are tracked is by leveraging HTML5 web storage within the user's browser (also known as local storage).

Local storage is used to track the topics of information they view on the website. This information is used to provide a more personalized experience. Users who do not desire their local storage to be used may choose to adjust their web browser settings to disable local storage. This option is taken in some browsers by disabling the use of cookies. Blocking or rejecting cookies may prevent access to some features of the website. We also collect unique device identifiers and geolocation data related to devices that access the site, for use in analyzing visitor's practices and preferences. At this time, GLMS's websites do not recognize automated browser signals regarding tracking mechanisms, which may include "do not track" instructions. Activation of cookie blocking or Do Not Track settings in your browser, or other mechanisms that block cookies or other tracking technologies, will not affect the collection or use of personal information as outlined elsewhere in this Privacy Policy.

### **Tracking Email Activity**

Email messages sent to you may contain "clear GIFs" or "Web beacons" or other tracking tools to measure the effectiveness of an alert, offer or opportunity so we know how to serve you better. We do not collect information that identifies you personally through "clear GIFs" or "Web beacons." You may refuse or remove the placement of these and other cookies by selecting the appropriate settings on your web browser or within your email client.

### **Third Party Tracking on Our Websites and Apps**

Third-party vendors and service providers, such as Google, may pool anonymous information that they collect from our websites with other sources of information to determine advertising effectiveness, browser types and website usage trends, website and systems performance and to present targeted ads based on anonymous information collected through tracking.

This anonymous aggregate data on visitors and their use of our content provides business intelligence to better serve visitors, improve our content and track trends that might signal the outbreak of an infectious disease, or contribute to improving health outcomes. If you open an ad, you leave our sites and become subject to the terms and practices of that separate website, which may have different rules about tracking and data usage.

You should know that we cannot honor requests to Do Not Track website visitors. Activation of cookie blocking or Do Not Track settings in your browser, or other mechanisms that block cookies or other tracking technologies, will not affect the collection or use of personal information as outlined elsewhere in this Privacy Policy.

### **Children Under 13**

We do not knowingly solicit data online from or market online to children under the age of 13.

## **Information Security**

GLMS implements security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data. We restrict access of personal information to our employees and business partners who may need to know that information in order to operate, develop or improve our services. These individuals are bound by confidentiality obligations and may be subject to discipline, including termination and criminal prosecution, if they fail to meet these obligations.

## **How We Safeguard Information**

Site security features - TLS technology and how you benefit from it — GLMS realizes the importance of security, so we've taken a number of steps to enhance the protection of personal information sent to or from GLMS over the Internet. First, we require that a "secure session" be established, using Transport Layer Security (TSL) technology. This is done any time you supply or access information in one of our secure online areas.

## **User ID and Password**

Many areas of the site require the use of a user ID and password as an additional security measure that helps protect your information. This security measure allows GLMS to verify who you are, thereby allowing you access to your account information and preventing unauthorized access. When you have finished using a secure area of GLMS's website, make sure you always click on the "Log Out" link which appears on every secure page.

When you click on the "Log Out" link, you will be given the option to end your secure session. No further secure transactions can be conducted without re-entering your user ID and password. You should be aware that browser software often "caches" a page as you look at it, meaning that some pages are saved in your computer's temporary memory. Therefore, you may find that clicking on your "Back" button shows you a saved version of a previously viewed page. Caching in no way affects the security of your confidential user ID or password.

## **No Guarantee**

Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. Accordingly, and despite our efforts, GLMS cannot guarantee or warrant the security of any information you transmit to us, or to or from our online products or services. Email messages sent to or from a website may not be secure. Confidential information should not be sent by email. Site visitors sending email accept the risk that a third party may intercept email messages.

## **Linking to Other Internet Sites**

You should be aware that other Internet sites that link to the GLMS sites or to a GLMS email may contain privacy provisions that differ from these. We don't control those sites or the information they collect about you. To ensure your privacy is protected, we recommend that you review the privacy statements of other Internet sites you visit.