

## **PRIVACY POLICY**

Children's Health eLearning Portal respects and values your privacy and the confidentiality of the information you choose to share with us. We are committed to the protection of this information and will ensure your privacy when participating in CME activities on our Website.

The CME program provided by Children's Health eLearning Portal on our Website requires that Children's Health eLearning Portal collects and uses certain information about you. This Privacy Policy explains what personal information Children's Health eLearning Portal collects from you, the manner in which Children's Health eLearning Portal collects it, and the purposes for that collection. This Privacy Policy is designed to ensure that you are aware of how your personal information is being used and to provide you with choices about that use. By visiting the Website or submitting your personal information, you accept the terms described in this Privacy Policy.

### **COLLECTION OF PERSONAL INFORMATION**

When you register on our Children's Health eLearning Portal, we will ask you for certain personal information such as, for example, your address, telephone number, and e-mail address. Some education materials are accessible through the learning management system created by Children's Health eLearning Portal. To access these activities, you are required to identify yourself with the following information: first and a last name, valid e-mail address, and physical location. You may choose to complete a profile located in the website to further identify yourself, including posting a picture. The Children's Health eLearning Portal will also collect attendance and evaluation information at every CME activity. We may ask participants to complete a knowledge test and to evaluate the CME activity providing feedback to us on the educational value of the activity.

You may choose to disclose or not disclose the personal information we request during the registration process; however, if you choose not to disclose the requested information, we may not be able to provide you with some or all of the information or services you request. If you choose to disclose personally identifiable information (any information by which you can be identified), it will only be used for the purposes stated in this Privacy Policy.

We may use your information to contact you with email updates when new material is posted to the site. We will only contact you if you indicate that you want to be notified. You can change your status regarding notifications at a later time on your profile page or you can contact us to change it. If you send Children's Health eLearning Portal any correspondence, such as emails, letters, or requests for technical support, Children's Health eLearning Portal may retain the information they contain. If any third parties provide information to us about you, we will treat that information in accordance with this Privacy Policy.

### **AUTOMATED INFORMATION COLLECTION**

Children's Health eLearning Portal automatically tracks certain information about you based upon your behavior while visiting the Website. This information is used to better understand and serve you by responding to your particular interests and needs. This information may include the Uniform Resource Locator (URL) that you just came from (whether this URL is on the site or not), which URL you next go to (whether this URL is on the site or not), what browser you are using, and your IP address. Children's Health eLearning Portal may collect this information and may store this session information about you on our system. Any such information associated with you personally is subject to this Privacy Policy.

We do use cookies. You can turn off the ability to receive any of these cookies by adjusting the browser on your computer. Most browsers offer instructions on how to reset the browser to reject cookies in the "Help" section of the toolbar. If you refuse cookies, however, certain functions and conveniences of the Website may not work properly.

## **HOW WE USE YOUR INFORMATION**

Children's Health eLearning Portal uses the information you provide through the registration process to provide you with the information and services you request, to communicate with you on matters relating to the Website and your account, to provide necessary information to accrediting or certifying bodies, and other of our business affiliates (but only in connection with the information and services you request from us) to provide you with information about related services and/or products. We also use the information collected automatically to obtain general statistics regarding the use of the Website and its specific web pages and to evaluate how our visitors use and navigate the Website. For example, we may calculate the number of people who use the Website, open our emails, and determine which pages are most popular.

Children's Health eLearning Portal may also use information about you to resolve disputes, troubleshoot problems, or enforce our rights. At times, Children's Health eLearning Portal may review the information of multiple users to identify problems or to resolve disputes.

**Opt-Out Policy:** If you do not wish to receive certain communications from Children's Health eLearning Portal, you may opt out by declining the service offered or informing us that you no longer wish to receive such communications. We will comply with your request unless such communications are necessary for the administration of your account, required by law, or necessary to protect our rights.

## **SHARING WITH THIRD PARTIES**

Some of your personal information may be disclosed to third parties (for example, accrediting bodies for continuing education or entities which provide board certifications) in order to provide the information and services that you request, and may be used by both Children's Health eLearning Portal and third parties to provide that information and/or perform those services. You acknowledge that certain activities may require Children's Health eLearning Portal to share your private information, and/or the activity's results with the associated third party accreditor or entity providing board certification. We are not responsible for the use of any such information by such third party accreditor or entity providing board certification, including use by any of the same in a manner not intended when such information is disclosed to them.

We may combine, in a non-personally-identifiable format, the information that Children's Health eLearning Portal collects from you with information from other users to create aggregate data, which may be used by us for research purposes or shared with third parties. For example, Children's Health eLearning Portal might inform third parties regarding the number of users of our Website and their collective interaction within the Website.

The aggregate data that we may share does not contain any information that could be used to identify or contact you, and we require parties with whom we share aggregate data to agree that they will not attempt to make this information personally identifiable, such as by combining it with other databases. We will not disclose your personal information to any third party without your prior permission, except

as otherwise permitted by this Privacy Policy or the End User License Agreement into which it is incorporated by reference.

Children's Health eLearning Portal will not sell, rent, or lease your personally identifiable information to others. Children's Health eLearning Portal will not use or share the personally identifiable information provided to us online in ways unrelated to the ones described above without letting you know and offering you a choice.

## **YOUR RIGHTS**

You may at any time print, download, or request a printed copy of this Privacy Policy or the End User License Agreement into which it is incorporated by reference.

## **SECURITY**

Children's Health eLearning Portal is committed to ensuring the security of your information. To prevent unauthorized access, maintain data accuracy, and ensure the appropriate use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online. As described above, we use encryption when collecting or transferring sensitive data, such as credit card information.

We keep confidential any personal information that you provide to us. This information includes your name, postal and email addresses, and telephone number. The personal information you provide is stored in a secure location and only authorized people are able to access it. We do not share our registrants' information with other institutions, except as may be required for accreditation or by law. However, your name may be published in the list of registrants in the syllabus of the particular course for which you have registered.

If a fee is charged and registrants can pay online, we ask for credit card information. These transactions are encrypted before transmission over the Internet.

## **OTHER DISCLOSURE**

Technical and legal circumstances beyond our control could prevent Children's Health eLearning Portal from ensuring that your information will never be disclosed in ways not otherwise described herein. For example, among other things, we may be required by law, regulation or court order to disclose information to government representatives or third parties under certain circumstances. If Children's Health eLearning Portal is requested by law enforcement officials or judicial authorities to provide information on individuals, Children's Health eLearning Portal may, without your consent, provide such information. In matters involving claims of personal or public safety or in litigation where the data is pertinent, Children's Health eLearning Portal may use or disclose your personal information without your consent or court process. Unauthorized parties may unlawfully intercept or access transmissions despite any commercially reasonable security efforts by Children's Health eLearning Portal. Further, corporate restructurings, sale of assets, merger, divestiture and other changes of control or financial status affecting the Website may require disclosure as an incidental result of a transfer of assets by operation of law or otherwise. Therefore, Children's Health eLearning Portal does not promise, and you should not expect, that your private information shall remain private under all circumstances and you shall not hold Children's Health eLearning Portal or its business associates liable for its failure to do so.

## **LINKS TO OTHER WEBSITES**

This privacy policy only applies to information collected by the Children’s Health eLearning Portal Website. Any information you provide to, or that is collected by, third-party sites is not subject to this Privacy Policy and may be subject to the privacy policies of those sites, if any. It is the sole responsibility of such third parties to adhere to any applicable restrictions on the disclosure of your personal information, and Children’s Health eLearning Portal and our affiliates shall not be liable for the wrongful use or disclosure of your personal information by any third party.

## **TRANSFER OF DATA OUTSIDE YOUR HOME COUNTRY**

Your information will be stored, processed, and accessed in the United States. If you use the Website from outside of the United States, you consent to the transfer of your information to the United States (i.e., outside your country of residence).

## **CHANGES TO THIS POLICY**

From time to time Children’s Health eLearning Portal may modify this Privacy Policy to reflect the changes in how we collect or use your information. You can view the most recent version of the Privacy Policy at any time by clicking the “Privacy Policy” link at the bottom of pages on the Website. Your continued use of the Website after any modification indicates your agreement to the new terms.

## **CONTACT US**

If you have any questions that are not answered elsewhere on this site, if you would like to review the personally identifiable information we have collected about you, or if you believe that this policy has been violated, please contact us at [lifetimesupport@cecity.com](mailto:lifetimesupport@cecity.com). Our response to such inquiries may be limited to information under our direct control.