

# AESF PRIVACY POLICY

The Anesthesia Education and Safety Foundation, Inc. (AESF) takes your privacy seriously. This privacy policy describes how we collect, use and disclose your personal information in connection with your use of [www.sedationce.com](http://www.sedationce.com)

By using our Site, you consent to our collection, use and disclosure of your personal information as outlined in this policy. Your consent is the legal basis for our use of your personal information. You can withdraw your consent at any time. However, if you withdraw your consent to certain uses, we may no longer be able to provide our services to you.

This policy is divided into three general areas: (i) how we process your information; (ii) your rights with respect to your personal data; and (iii) information on security measures and similar issues that may impact personal data.

## Who We Collect Information From

We collect personal information from:

- visitors who provide sign-up data for Continuing Education courses on our Site;
- individuals who establish a relationship with us by telephone, sign up to receive communications or who sign up for AESF services;
- we will NOT collect credit card information through the Google Forms server. Participants should call us at 214-384-0796 to provide credit card information or any other sensitive information.

## What Personal Information We Collect

We may collect personal information which includes:

- user course sign-up information that you place in Google Forms, such as your name, address, course date, course name, requests, email address and phone number;
- CE course sign-up information;
- information contained in any message, questions, comments, complaints or requests you send us;
- the date and time you accessed our services;
- information about which pages have been shown to you, site navigation details and links on our Site that you follow

### *Special Categories of Personal Data*

We do not process special categories of data, namely, sensitive personal data that reveal racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a

natural person, data concerning health or data concerning a natural person's sex life or sexual orientation.

## **How We Use Personal Information**

We will only collect and use your personal information for the following purposes, except as permitted or required by applicable law:

- comments and/or replying to your questions, complaints and requests;
- communicating with you and providing you with information on and marketing of continuing education courses that we believe may be of interest to you;
- to notify you of offers of AESF continuing education courses that may be of interest to you;
- to provide customer service;
- communicating with you by email, mail and phone to handle any requests you have made;
- improving the performance and utility of our services;
- generally managing and administering our business;
- meeting legal and regulatory requirements; and
- any other purpose to which you may consent in the future.

### *Limited to Disclosed Purposes*

We limit the collection, use, and disclosure of personal information to that which is needed to achieve the above noted purposes.

### *Special Note on Profiling*

We may analyze your personal information in order to create a profile of your interests and preferences so that we can contact you with information or to offer you services that are relevant to you.

## **Who We Disclose Personal Information To**

We will only disclose your personal information in the following circumstances, except as permitted or required by applicable law:

- as necessary to meet legal and regulatory requirements; and
- any other circumstance in which you provide consent to disclose.

## **Data Retention**

We will retain your personal information for as long as

- your personal information is needed to provide you Continuing Education services; or
- it is necessary to meet legal, regulatory, insurance and audit requirements.

## **Accuracy of Your Personal Information**

We will use commercially reasonable efforts to ensure that your personal information is correct, complete and up-to-date to the extent we are notified of any changes by you. You can assist by keeping us informed of any changes, or informing us if you find any errors in our information.

## **Security Measures**

We take reasonable measures, including administrative, physical and technical safeguards, to protect your information from loss, theft, misuse, unauthorized access, disclosure, alteration and destruction. Personal information uploaded to the Google Forms Site is transmitted to us using industry standard encryption.

AESF cannot absolutely guarantee that unauthorized third parties will never be able to defeat the security measures or use your personal information for improper purposes. In the event that your personal information in our possession or under our control is compromised as a result of a security breach, we will take reasonable steps to investigate the situation and, where appropriate, notify you and take other steps in accordance with applicable laws or regulations.

Remember that email sent over the Internet is generally unencrypted and transmitted in clear text. We recommend that you use caution when forwarding free-format email messages to us and that you do not include confidential information (such as passwords, personally identifiable information, or credit card account numbers) in those messages and in Google Forms. Confidential information should be transmitted to us through a secure method such as by telephone.

## **Revision of Policy**

This policy may be revised from time to time. We will notify you of material changes prior to such material change being effective by e-mail at the address you have provided to us or by a prominent notice on our Site. Your continued use of our Site following such notification shall constitute your acceptance of the revised policy. We encourage you to periodically review the main page of the site for the latest information on our privacy practices.

## **Contacting Us**

If you have questions, comments or complaints with respect to our privacy policy, you may contact us at [sedationce@aol.com](mailto:sedationce@aol.com) or by telephone at 214-384-0796.

AESF will respond to your request for access in accordance with applicable privacy legislation.

This Privacy Policy was last updated on May 25, 2018.