

Hillsborough County Medical Association (HCMA) PRIVACY POLICY

Last updated: November 16, 2021

The Hillsborough County Medical Association (HCMA) operates <https://hcma.com>. HCMA programs use HCMA 's web sites to provide products and services to HCMA members. This privacy policy outlines HCMA 's privacy practices with respect to information collected online via Med-RecSystems.com. This is designed to assist you in understanding how HCMA collects, uses and safeguards the personal information you provide to HCMA via the Site and to assist you in making informed decisions when using the Site.

HCMA uses your personal information only for products and services that it provides; improving the user experience; and improving the Site. By using the Site, you agree to the collection and use of information in accordance with this privacy policy. Your information is not available to third-party sources for marketing purposes, and HCMA does not sell or otherwise provide your contact information in bulk for purposes of third-party marketing. If you do not agree to this privacy policy, do not access or use the Site.

For purposes of the General Data Protection Regulation 2018, the data controller is The HCMA, LLC.

What Information Does HCMA Collect?

You may provide HCMA with two types of information: (1) Personal information you knowingly choose to disclose to us through information submitted on the Site and (2) Site-use information collected as you browse and use the Site.

Personal Information Submitted by You

While using the Site, HCMA may ask you to provide us with certain personally identifiable information that can be used to identify or contact you (collectively "Personal Data"). Personal Data may include, but is not limited to your name, email address, phone number, and address information. When you request forms or information or otherwise complete online forms or submit information online, HCMA may collect any information you provide in such documentation or communication. Occasionally, HCMA may also use the information HCMA collects to notify you about important changes to the Site, new services and special offers HCMA thinks you will find valuable.

HCMA programs may request information related to registration for a program or event. HCMA uses third-party software, Affinipay, as the payment gateway for member

registration or events. Wild Apricot provides the front end to that payment gateway, and everything is encrypted. HCMA does not store payment information in its system. HCMA may also request your professional and education information as part of the criteria for admission into HCMA programs. HCMA limits all information requested to the minimum required to provide its services. Access to the information that you provide is limited to HCMA staff, certain members of your HCMA Chapter.

Log Data

Like many site operators, HCMA collects information that your browser sends whenever you visit the Site ("Log Data"). This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of the Site that you visit, the time and date of your visit, the time spent on those pages and other statistics. If you access the Site via a mobile device, HCMA may also identify the type of device used, its operating system, and other configuration data. HCMA does not store fine location data for browser-based or device-based interactions, but HCMA may track the city or state that you are communicating from. HCMA uses this information internal to HCMA and HCMA Chapters only, and only for purposes of measuring the success of HCMA's engagement efforts.

In addition, HCMA may use third party services such as Google Analytics that collect, monitor and analyze this information for purposes of improving HCMA's webpages, customer experience, or products and services available to you.

Information that you post on the Site

The Site provides the ability to post articles, blog entries, comments and documents. These entries may be public, or they may be restricted to a certain group of other registered users on the sites. HCMA may remove or retain the information that you post on the Site, and HCMA may retain them for a reasonable period for historical or archive purposes. Information that is posted on the Site is not integrated to or sent to other third-party sites. Information that is posted on the Site is generally available to either publicly available pages, or to member-restricted pages, depending on the Site. You should assume that any information that you post on the Site is accessible and available to other people. This may be other members, or it may be publicly available.

Communications

HCMA may use your Personal Data to contact you with newsletters, marketing or promotional materials and other information that HCMA thinks you will find valuable.

Third Party Software

HCMA utilizes third party software to provide its services. HCMA uses Wild Apricot, Affinipay, and Zoom as primary service providers. HCMA also uses various other

commercially available tools to communicate with you and track the performance of HCMA services such as Zoom, MailChimp, Google Analytics, Google Tag Manager, SurveyMonkey, Qualtrics Google Drive, Google Documents, Google Sheets, and Google Forms. Wild Apricot's primary function is to provide association management software, allowing organizations to manage membership and events. Wild Apricot is also used to create and manage chapter and national websites. Affinipay is the payment gateway. The privacy policies for these services are provided here as a reference:

- Affinipay privacy policy: <https://affinipay.com/terms/privacy/>
- Zoom privacy policy: <https://zoom.us/privacy/>
- Wild Apricot privacy policy: <https://www.wildapricot.com/privacypolicy>

Cookies

Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive.

Like many sites, HCMA uses "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of the Site.

Data Storage and Security

The security of your Personal Information is important to HCMA, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While HCMA strives to use commercially acceptable means to protect your Personal Data, HCMA cannot guarantee its absolute security. HCMA uses physical, technical and administrative measures to safeguard the Personal Data that you provide. HCMA will retain your Personal Data for as long as you are a member, and for a reasonable period of time after your membership is no longer in effect or for a reasonable time after you have visited the Site. If you are in the European Union, Switzerland, or other regions with laws governing data collection and use, you acknowledge that HCMA may transfer, process and store your Personal Data in the United States and other countries, the privacy laws of which may be considered less strict than those of your region.

What About Other Web Sites Linked to the Site?

HCMA is not responsible for the practices employed by Web sites linked to or from its Site nor the information or content contained therein. Often links to other Web sites are provided solely as pointers to information on topics that may be useful to the users of the Site. Please remember that when you use a link to go from the Site to another Web site, this privacy policy is no longer in effect. Your browsing and interaction on any other Web site, including Web sites which have a link to the Site, is subject to that Web site's

own rules and policies. Please read over those rules and policies before proceeding. If HCMA becomes aware of a data breach that is likely to result in a risk for the rights and freedoms of individuals, HCMA will notify you within 72 hours of first having become aware of the breach. Notwithstanding the foregoing, HCMA provides the Site “as is” without any express or implied warranty of any kind, including warranties of merchantability, reliability, or fitness for a purpose.

Privacy of Minors

HCMA does not knowingly collect information from anyone under the age of 18. To access or use the Site you must be 18 years of age or older and, if under 18, or the age of majority in your jurisdiction, your use of the Site must be under the supervision of a parent or guardian. If you become aware that a child has provided HCMA with Personal Data without parental consent, please contact us at Admin@Med-RecSystems.com. If HCMA becomes aware that a child under 18 has provided us with Personal Data without parental consent, HCMA will remove such information and terminate the child’s account.

Your Rights

In accordance with applicable privacy law, you have the following rights in respect of your Personal Data that HCMA holds:

Right of Access and Portability. The right to obtain access to your Personal Data along with certain information, and to receive that Personal Data in a commonly used format and to have it ported to another data controller.

Right to Rectification. The right to obtain rectification of your Personal Data without undue delay where that Personal Data is inaccurate or incomplete.

Right to Erasure. The right to obtain the erasure of your Personal Data without undue delay in certain circumstances, such as where the Personal Data is no longer necessary in relation to the purposes for which it was collected or processed.

Right to Restriction. The right to obtain the restriction of the processing undertaken by us on your Personal Data in certain circumstances, such as where the accuracy of the Personal Data is contested by you, for a period enabling us to verify the accuracy of that Personal Data.

Right to Object. The right to object, on grounds relating to your situation, to the processing of your Personal Data, and to object to processing of your Personal Data for direct marketing purposes, to the extent it is related to such direct marketing.

You have the right to request that HCMA does not process your personally identifiable information for marketing purposes. You can exercise your right to prevent such processing by contacting us at Admin@Med-RecSystems.com. Please note that HCMA

may not include the opt-out information in e-mails that are transactional in nature and are not marketing communications.

You may exercise your rights email to review, change or correct information or email a request to review, change or correct information to: mainoffice@med-recsystems.com.

You can delete your account and all personally identifiable information associated with your account at any time by contacting us at mainoffice@med-recsystems.com

You should receive an email confirming the deletion of your account and all personally identifiable information. Please contact us if you do not receive confirmation within 30 days of your request.

Changes in Privacy Policy

HCMA will update its privacy practices periodically so you should check the Site periodically for changes. Your continued use of the Site after HCMA posts any modifications to the privacy practices and policies used by HCMA will constitute your acknowledgment of the modifications and your continued consent to abide by these practices and policies.

If HCMA makes any material changes to its privacy policies, HCMA will notify you either through the email address you have provided it, or by placing a prominent notice on the Site.

Contact Us

To report any known or suspected privacy or security breaches or if you have any questions about this or any other policies, please contact us at admin@hcma.net.