

## Privacy and Confidentiality Policy

The University of Chicago Center for Continuing Medical Education respects and values the privacy and the confidentiality of the information shared with us. We are committed to protecting this information and will ensure your privacy when participating in University of Chicago continuing medical education (CME) activities.

### Information We Collect

Our web server automatically collects the IP (Internet Protocol) address of computers that access our site. An IP address is a number assigned to the computer that you use to access the Internet. It is not considered personally identifiable information due to the fact that many different individuals can access the Internet using the same computer. This information is collected in aggregate form to better understand how this site is being used and to make improvements.

Like most websites, we use session cookies – a small line of text stored with your web browser – to help us note particular traffic patterns on the site so that we can improve what we offer. No personally identifiable information is stored in the cookie. Every browser allows you to reject cookies or to choose which cookies you will accept. Rejecting cookies, however, may interfere with your ability to use all the features and benefits of our site.

Our registration process requires that participants provide personally identifiable information (name, email, phone number, and postal address). As part of our CME activities, we collect this registration and evaluation information that you voluntarily share with us. Registration information is used primarily for the purpose of maintaining a record of an individual's participation in a CME activity. A participant activity evaluation is also considered tangible evidence of participation in a CME activity.

If a registration fee is charged and registrants have the option of paying online, we will ask for credit card information. These transactions are encrypted and are in full compliance with Payment Card Industry (PCI) Data Security Standards.

### Use of Information

Personally identifiable information from the registration form is used to confirm participation and to announce future University of Chicago sponsored educational activities. As a result, you may receive periodic mailings (via US Mail and/or email) from the University of Chicago Center for Continuing Medical Education with information on upcoming CME events. If you do not wish to receive such mailings, please contact us at [cme@bsd.uchicago.edu](mailto:cme@bsd.uchicago.edu). You will only receive telephone contact from our office if there are questions regarding your registration.

We may also use the aggregate registration information (stripped of any data that could be used to identify an individual) to enhance the profile of learners so as to provide appropriate and relevant CME activities. Aggregate information from the evaluation is used solely to assess the quality, scientific integrity, and objectivity of the activity, and the clinical relevance of the activity to the users' clinical practice needs.

### Precautions against Unauthorized Access or Use of Information Collected

Except for authorized law enforcement investigations or other valid legal processes, personally identifiable information is not shared with outside individuals, organizations, or commercial supporters and is for University of Chicago Center for Continuing Medical Education use only. Only authorized University of Chicago Center for Continuing Medical Education staff are permitted access to participant information and are required, as a condition of employment, to keep this information private.

### Questions or Concerns

Any questions or concerns regarding the University of Chicago Center for Continuing Medical Education privacy policy may be addressed to:

The University of Chicago  
Center for Continuing Medical Education  
950 E. 61<sup>st</sup> Street, Suite 101  
Chicago, IL 60637  
Phone: 773/702-1056  
[cme@bsd.uchicago.edu](mailto:cme@bsd.uchicago.edu)