Penn Medicine Office of CME & IPCE

The Penn Medicine Office of CME & IPCE respects and values your privacy and the confidentiality of the information you choose to share with us. We are committed to protection of this information and will assure your privacy when participating in CME/CE activities on our Web site. We've structured our Web site so that, in general, you can visit the Office of CME & IPCE on the Web without identifying yourself or revealing any personal information. Once you choose to provide us personally identifiable information (any information by which you can be identified), you can be assured that it will only be used to support your relationship with the Office of CME & IPCE. We do automatically collect internet tracking information.

Awareness

Penn CME/CE provides this Online Privacy Statement to make you aware of our privacy policy and practices and of the choices you can make about the way your information is collected and used. To make this notice easy to find, we make it available from the top of every Penn CME/CE web page.

What we collect

Information collected when you are visiting our Web site: We may collect the following information:

- The type of browser and operating system on which that browser is operating
- The pages that were visited and the date and time of that visit

We use this data to better understand how our site is navigated and to modify and improve the site.

We do not use cookies – a small line of text stored with your Web browser – on this site to track visitor's identification. We do use cookies however when you register for online CME/CE. The cookies are used to remember that you have logged in to the web site. Since web page requests are stateless in that each request is a completely independent transaction something is needed to remember who you are between requests. No personal information is stored in the cookie. The session id is just a random string assigned each time you visit the portal and the uid is an internal id assigned to you when you registered for a course online.

Information collected when you register: If you decide to register for one of our course offerings, we will collect personal information that you voluntarily share with us. This information is transferred using secure encryption technology.

In addition to using this data for registration and entry into our database, we may use this information to contact you with email updates when new CME/CE activities become available that may be of interest to you. You will always be given an opportunity to opt-out in future e-mailed updates.

Information collected when you participate in a CME/CE activity: We ask participants to complete a knowledge test and we ask them to evaluate the CME/CE activity providing feedback to us on the educational value of the activity.

How we use it

Penn CME/CE uses your information to better understand your needs and provide you with better service. Specifically, we use your information to help you complete a transaction, to communicate back to you, to update you on service and benefits, and to personalize our web site for you.

Who we share it with

Penn CME/CE will not sell, rent, or lease your personally identifiable information to others. Unless we have your permission or are required by law, we will only share the personal data you provide online with other CME/CE entities and/or business partners who are acting on our behalf to complete the activities described above. Such CME/CE entities and/or business partners, including those located in other countries, are governed by our privacy policies with respect to the use of this data.

Choice

Penn CME/CE 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.

Security

Penn CME/CE 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.

Change in Policy

As our internet site changes and grows, we may collect additional information or may use information in different ways. If our information practices change, we will modify this policy statement. When it
does, we will post a notice on our home page to inform visitors of this change.

Links to other Web sites
We provide links to other Web sites that may have privacy policies that are different from ours and not affiliated with the Office of CME & IPCE or the University of Pennsylvania. We are not responsible for the content or privacy policies of those sites.

Contact information
For questions regarding this Internet privacy policy, please contact the Office of CME & IPCE via e-mail at penncme@mail.med.upenn.edu [1] or by regular mail at:

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