

PRIVACY POLICY

This Privacy Policy describes the collection, use, and disclosure of personal information collected by the Society of Surgical Ergonomics (the “SSE”) through our website (the “Website”).

This Policy describes what information we may collect, what circumstances we may collect it, how we may collect it, with whom we may share it, and other matters related to the information we collect from our Website and through our services and activities, including your choices regarding collection and disclosure to third parties. Your privacy is important to us. This Policy is incorporated into our Terms of Use and may include terms that are defined in that agreement.

If you have questions about this Privacy Policy, please email us at info@societyofsurgicalergonomics.org or send mail to:

200 HAWKINS DR
IOWA CITY IA 52242

What Personal Information do we collect?

For the purposes of this Policy, “personal information” means information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household. We may collect and have collected in the preceding 12 months, the following categories of personal information from you in the course of business, including through your use of the website, when you contact or request information from us, or when we provide services to you:

- Identity Data includes first name, last name, title, occupation, employer or affiliated institution, , or e-mail address.
- Contact Data includes email address, address, or phone number.
- Technical Data includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.
- Usage Data includes information about how you use our website.
- Marketing and Communications Data includes your preferences in receiving marketing from us and our third parties and your communication preferences.
- Payment and other financial information.

- Cookie and device data includes information about your visit of our website, IP address, device identifier, browser type and version, operating system and network, location and time zone setting

We may also collect other information which alone cannot be used to identify you as an individual. The following paragraphs describe some of the Personal Information and other data we may collect from users of our Website, clients, and others.

How do we collect Personal Information?

When you provide it to us. In certain sections on our Website, we may provide online forms in which you can input Personal Information such as your name and email address in order to request information, become a member, subscribe to our publications, or for other purposes indicated on our Website.

When you become a member, you may provide information to us about you and about your organization.

When you access our Website. Our Website may gather certain information automatically and store it in log files when you use our Website. We may collect IP addresses and/or click-stream data for purposes of system administration, to understand how our visitors use our Website. An IP address is a number that is automatically assigned to your computer whenever you access the Internet. When you request Web pages from the Website, our computers log your IP address.

We also collect click-stream data when you request pages from the Website. Click-stream data may include such information as the page served, the time, the source of the request, the type of browser making the request, the preceding page view and other such non-personal information. We also monitor other tracking-related information. This data helps us analyze how visitors arrive at the Website, what type of content is most popular, what type of visitors in the aggregate are interested in particular kinds of content, and the like. We use this information to update our Website and ensure that we are meeting the needs of our visitors.

Cookies. Our Website may use cookies, web beacons, and similar tracking technologies. These technologies are widely used for security, to learn about and improve upon how users navigate a website, or to enable certain features. Cookies are small data files that are transferred to your hard drive when your browser settings permit the acceptance of cookies. Similar technologies, such as web beacons or pixel tags function through the use of small files, such as a GIF or PNG, which are opened on a page or in an email. The

request for these files from a server reveals certain information, such as your browser type, IP address, and other information. To learn more about cookies and similar tracking technologies, and how they can affect your privacy, visit allaboutcookies.org.

By tracking how and when you use our Website, these technologies help us determine which features and content on our Website are most important to our visitors. If you do not want information collected through the use of cookies, you can turn off cookies using your browser's settings menu; however, this may eliminate our ability to provide you with some of the features or functionality you would otherwise experience on our Website. Most modern browsers also include a "do not track" feature that may help protect your privacy. However, because there is not yet a defined response to do-not-track requests, our Website does not respond to your browser's do-not-track request.

In addition to the cookies used by the SSE and any of our service providers, some cookies are placed by third parties such as Google Analytics, as described below. By using our Website, you agree to the use of cookies for the following purposes:

- **Essential Cookies:** these are essential in order to enable you to move around our Website and use its features.
- **Performance and Analytics Cookies:** Google Analytics ("**Analytics**") is Google's free web analytics tool that helps us understand how our visitors engage with our website. Analytics collects information anonymously and reports website trends without identifying individual visitors. Analytics uses its own set of cookies to track user interactions with the Website. These cookies are used to store information, such as what time the current visit occurred, whether the visitor has been to the site before, and what site referred the visitor to the web page. Analytics customers can view a variety of reports about how visitors interact with their website so they can improve their website and how people find it. A different set of cookies is used for each website, and visitors are not tracked across multiple sites. Analytics customers are obliged to notify users of their use of analytics software. To disable this type of cookie, some browsers will indicate when a cookie is being sent and allow you to decline cookies on a case-by-case basis. In addition to declining cookies, you can also install the Google Analytics Opt-out Add-on in your browser, which prevents Google Analytics from collecting information about your website visits. You can also opt out by clicking [here](#).
- **Functionality Cookies:** these small data files that remember the choices you make on the Website. These cookies help to make your visit more personal and are deleted automatically when you close your browser or the session expires.

- You can block or disable cookies on your device at any time by indicating this in the preferences or options menus in your web browser. You can also delete the cookies that are stored on your device. However, blocking, disabling, or deleting cookies may limit your ability to view all the pages of the Website. You can find more information about cookies at www.allaboutcookies.org.

To learn more about, or to opt-out of Google's analytic and marketing services, visit [Google Analytics Terms of Service](#), the [Google Privacy Policy](#), or [Google Analytics Opt-out](#).

How do we use Personal Information?

We use Personal Information collected from you as necessary to provide the information or services you have requested (for example, to respond to your inquiry or process your subscription to a newsletter or blog). Where applicable, we may also use your information for the following purposes:

- To inform you about our services, new medical and technological developments, relevant information in the industries we serve, and our marketing events.
- For analysis to improve this website, our services, and for market research.
- To respond to you when you contact us.
- For other reasons, with your consent.

We may also use identification data, contact details, cookie and device data, and other service data to improve our website as we constantly monitor our online presence and ensure the security and confidentiality of your data. This use is also necessary for our legitimate interests to prevent illegal activities, including fraud, which could harm you and us.

In the preceding 12 months, the SSE has disclosed the types of personal information listed above to its service providers for business purposes.

In the preceding 12 months, we have not sold personal information.

With whom may we share your Personal Information?

We may share Personal Information with employees and contractors of our SSE, with third parties who provide certain services on our behalf, with selected third-party

organizations with whom we may collaborate on various activities or events, or in the other circumstances noted below. For example, we may share certain Personal Information we collect with third parties such as providers of data hosting or processing services, email services, or other service providers (for example if we have a third party send notification of SSE publications, news, or events we think may be of interest to you).

We may also share Personal Information we possess in the event the SSE undergoes a corporate transaction, such as a merger with another organization, or in the event of a sale of all or substantially all of the assets of the SSE, or a dissolution of the SSE, provided that the receiving party agrees to treat your personal information in a manner consistent with this Policy. To the extent permitted by applicable laws, we may share Personal Information if we need to protect the interests of the SSE, our member, our property, or the public.

Similarly, we may share Personal Information with governmental authorities or otherwise in response to a legal request that we believe requires us to do so, for example, in connection with a criminal investigation or other legal requests from civil or administrative authorities. Legal requests include, for example, search warrants, subpoenas, and other court orders.

Lastly, we may also receive legal requests or orders from jurisdictions outside the United States, in which case, by using our Website, you consent for your Personal Information to be transferred to the applicable country.

Third-party Sites and Services

Please be aware, certain services on our Website are provided by third parties. You may also visit other third-party sites through links on our Website. We are not responsible for the data policies or procedures or content of any linked websites. These third parties are not bound by this policy and may have privacy policies of their own governing the use and disclosure of your Personal Information. Please read any policies of third parties before you provide Personal Information to them.

How can I unsubscribe from e-mails?

You can be removed from any of our email lists or unsubscribe from a publication by clicking on the “unsubscribe” link in the email, or by sending an email to info@societyofsurgicalergonomics.org. You may access, update, or request deletion of any Personal Information we hold about you by sending a letter using the contact information listed below or emailing info@societyofsurgicalergonomics.org.

Your California Privacy Rights

To the extent California data privacy laws apply to our processing of your personal information, you would be entitled to the following rights:

- **Right to Access.** You have the right to request what personal information we have collected, used, or disclosed, about you in the 12 months preceding your request.
- **Right to Deletion.** You have the right to request the deletion of the personal information that you provided to us. Please note that in certain instances we may not be able to process your request, such as (i) due to the existence of a legal obligation, (ii) to detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities, or (iii) in order to complete a transaction for which your personal information was collected.
- **Right to Opt-Out.** You have the right to opt-out of the sale of your personal information to third parties. We, however, do not sell personal information.
- **Right to Know.** You have the right to receive information from us regarding the categories of personal information we have collected, the sources from which we have collected personal information, the purposes for which we have collected and shared personal information, the categories of any personal information we sold as well as the categories of third parties to whom such personal information was sold, if any, and the categories of personal information that we disclosed for a business purpose in the 12 months preceding your "right to know" request.

If you are a California resident and want to submit a request, please contact us at info@societyofsurgicalergonomics.org. For requests submitted via email, you must provide us with sufficient information that allows us to reasonably verify you are the individual about whom we collected the personal information and describe your request with sufficient detail to allow us to properly evaluate and respond to it. If we are not able to verify your identity with the information provided, we may ask you for additional pieces of information. Such requests may not be made more than once per calendar year.

Is my Personal Information protected?

We have implemented technical and organizational security measures in an effort to safeguard the personal information in our custody and control. Such measures include, for example, limiting access to personal information only to staff and authorized Policy, as well as other administrative, technical, and physical safeguards.

We endeavor to take all reasonable steps to protect your personal information, but unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) the security, integrity, and privacy of any and all information and data exchanged between you and us through the Website cannot be guaranteed. Please note that e-mail is not a secure medium and should not be used to send confidential or sensitive information. By providing information online, you accept the inherent security risks of providing information over the Internet and will not hold us responsible for any breach of security, unless it is due to our negligence or willful default.

Children's Information

Except as part of a representation, we do not knowingly collect or store personally identifiable information about children under the age of 13, unless permitted by law. If we learn that we have collected personally identifiable information from a child under age 13, we will delete that information from our database.

Changes to this policy

This policy may change from time to time. We will post the most current version of this policy on our Website with the effective date. Your continued use of the Website means you consent to the terms of any new Policy.

Effective date of this Privacy Policy: February 22, 2022.