



Privacy Policy

GENERAL

The Eastern PA EMS Council (“Council” or “we” or “us” or “our”) respects the privacy of its users (“user” or “you”) that use our Website (“Website”) or any user services or portals provide therein. This Council privacy policy (“Privacy Policy”) is designed to inform you, as a user of the Website about the types of information that the Council may gather about or collect from you in connection with your use of the Website. It is also intended to explain the conditions under which Council uses and discloses that information, and your rights in relation to that information. Changes to the Privacy Policy are discussed at the end of the document. Each time you use the Website the current version of the Privacy Policy will apply. Use and operation of the Website is subject to all applicable Council Policies and administrative directives.

BY USING OR ACCESSING THE WEBSITE, YOU ARE ACCEPTING THE PRACTICES DESCRIBED IN THIS PRIVACY POLICY.

PERSONALLY IDENTIFIABLE INFORMATION

We may collect information that identifies you (“Personally Identifiable Information”) when you interact and provide such information on our Sites such as, but not limited to, when applying for Council membership, registering for an EMS Council event, program or educational offering, purchasing EMS Council products or services, or contacting the Council by phone, email, or social media. The types of Personally Identifiable Information collected on our Sites will vary based on the Services offered on the Sites, but may include, among other things, your name, address, phone number, employer, job title, birth date, gender, educational history, email address, credit card, or other financial account information.

NON-PERSONAL DATA

As you interact on our Sites, we may also collect information that is not Personally Identifiable Information but may disclose other aspects of your browsing history or certain other information about you through the use of a variety of technologies. These technologies may include, but are not limited to, cookies, tags, beacons, Internet Protocol (IP) address tracking, URL tracking, and other tools. “Cookies” are pieces of code/text that gets placed on your computer when you browse our Sites, or sites in the EMS Council ad network. Cookies may be placed by us or third party advertisers contracted by us. “Tags” and web beacons refer to code scripts that are primarily used to track visitors’ activities on our Sites by web analytics software. The types of non-personal data collected on our Sites through the use of these, and other tools as the EMS Council may add from time to time, may include the search terms you used, new or returning user status, browser information, computer type, operating system, internet service

provider, website usage, referring/exit pages, platform type, date and time stamp, number of clicks, ads viewed, etc. Additionally, cookies, tags and other tools placed by third parties may collect other information about you such as, but not limited to, your industry, company size, job function, seniority level, etc.). Collectively, all of the foregoing data are the “Non-Personal Data”.

HOW WE USE AND SHARE PERSONALLY IDENTIFIABLE INFORMATION

Once collected, we may use your Personally Identifiable Information in a variety of ways including (but not limited to):

- Provide service communications such as EMS Council renewal reminders, order and program registration confirmations, and customer service messages
- Answer your emails or online requests
- Deliver and process surveys
- Personalize and improve the usability of the Sites
- Fulfill and/or deliver EMS Council products and services
- Publish membership directories and registration lists
- Send marketing communications about EMS Council services, as well as the products and services of partner organizations
- Share with certain other companies to offer you products and services that may be of interest to you
- Share with third parties as required by law or to protect the EMS Council
- Share your email address as permitted under EMS Council Email Policy
- Publication of Your Personally Identifiable Information
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As a EMS advocate serving our constituents and EMS organizations, the Personally Identifiable Information you provide may be published on the Sites and in print or digital form in a variety of ways to allow other healthcare professionals to find you, including, but not limited to, directories, membership lists, and other types of registration lists for EMS Council programs and events (“Directory Lists”). Directory Lists will not include sensitive information, such as credit card or bank information, or social security numbers. Users may request their information be suppressed from Directory Lists by contacting info@easternemscouncil.org

FULFILLMENT OF CUSTOMER SERVICE REQUESTS

When fulfilling service requests initiated by you, we may share your Personally Identifiable Information with certain third parties to fulfill the requests.

SHARING OF YOUR PERSONALLY IDENTIFIABLE INFORMATION WITH SELECT OTHER COMPANIES

The EMS Council may share Personally Identifiable Information, other than financial account information, with certain other companies in order to provide them an opportunity to offer products or services that may be of interest to you. The Eastern PA EMS Council also occasionally contracts other companies to provide limited services on our behalf including, but not limited to, packaging, mailing, and delivering promotional offers, sweepstakes, or contests, answering

questions about products or services, consulting services, data modeling, printing, sending postal mail and processing event registrations.

LEGAL REQUESTS FOR PERSONALLY IDENTIFIABLE INFORMATION

The Eastern PA EMS Council may disclose your Personally Identifiable Information if required to do so by law or in the good-faith belief that such action is necessary to: (a) conform to legal requirements or comply with legal process served on the EMS Council; (b) protect and defend the rights or property of the EMS Council; or (c) protect the personal safety of EMS Council personnel or members of the public in appropriate circumstances.

EASTERN PA EMS COUNCIL EMAIL ADDRESS POLICY

Your email address will only be used by the EMS Council and its entities, as well as vendors or partners directly involved in the fulfillment of Council member benefits and/or product purchases and event offerings. The EMS Council will also not share email addresses with unrelated third-parties or non-affiliated individuals, organizations or marketing agencies.

MANAGE THE SHARING OF YOUR PERSONALLY IDENTIFIABLE INFORMATION

You can manage your profile and email preferences, including opting out of email either through the EMS Council Listserve program or by emailing info@easternemscouncil.org

HOW WE MAY USE AND SHARE NON-PERSONAL DATA

Through the use of various technological tools, we may collect Non-Personal Data to improve the usability of our Sites/Services and for other business reasons. We may share the Non-Personal Data we collect with third parties or permit third parties to place tools like cookies, tags, web beacons, to collect additional Non-Personal Data when you browse our Sites. We or other third party companies may then use the Non-Personal Data to provide advertisements and targeted advertisements to you (ads based on the Non-Personal Data). We do not share Personally Identifiable Information with third parties to whom we share your Non-Personal Data. Please note that you may be subject to the privacy policies of other non-EMS Council entities when you hit an advertising link or other link that takes you to sites not operated by the EMS Council.

OPTING OUT FROM TRACKING TECHNOLOGIES

You can set your Internet browser settings to stop accepting new cookies, to receive notice when you receive a new cookie, to disable existing cookies, and to omit images (which will disable pixel and other invisible tracking tags that may be in use.) These settings will vary depending on your browser. Note that the opt-out will apply only to the browser that you are using when you adjust your tracking settings or cookie preferences. If you switch from Internet Explorer to Google Chrome browser, for example, the tracking may be put back in place. Additionally, our system may not respond to Do Not Track requests or headers from some or all browsers.

Please note that by disabling or opting-out from the use of these communications or technologies, you may not be able to fully utilize or access the features and information from this website.

SECURITY

We take the security of your User Information seriously and use reasonable electronic, personnel and physical measures to protect it from loss, theft, alteration or misuse. However, please be advised that even the best security measures cannot fully eliminate all risks. We cannot guarantee that only authorized persons will view your information. We are not responsible for third-party circumvention of any privacy settings or security measures.

We are dedicated to protecting all information on the Website as is necessary. However, you are responsible for maintaining the confidentiality of your User Information by keeping your password confidential. You should change your password immediately if you believe someone has gained unauthorized access to it or your account. If you lose control of your account, you should notify us immediately.

We reserve the right to use any User Information that we collect to ensure the safety, security and integrity of the Website.

LINKS TO OTHER WEB SITES

Please be aware that other Internet sites that are linked from the Sites or from an EMS Council email message may contain privacy provisions that differ from the provisions of this Privacy Policy. To ensure your privacy is protected, we recommend that you review the privacy statements of these other linked sites, applications, or other digital properties.

PRIVACY POLICY CHANGES

Council may, in its sole discretion, change the Privacy Policy from time to time. Any and all changes to the Council's Privacy Policy will be furnished to the user by hardcopy by Council inner office communication or electronically by email or may be posted or provided directly via the Website. Any new or revised Privacy Policy shall terminate the prior Privacy Policy and become effective upon the date the new policy is furnished or otherwise reflected in the Privacy Policy itself. This Policy was last updated on December 18, 2019.