

KENTUCKY MEDICAL ASSOCIATION WEBSITE PRIVACY STATEMENT

Welcome to the Kentucky Medical Association (“KMA”) Website. The KMA takes its member’s privacy and security seriously and realizes that keeping one’s personal information private is of utmost importance. This Privacy Statement is presented here so that you know how we will handle any information you may submit on this website (kyma.org). Please note that this policy also applies to the Kentucky Physicians PAC, that maintains a page on the KMA Website. Please note, however, that this policy applies only to the KMA Website, and not to the Websites of other unrelated companies or organizations to which we provide links.

The KMA may make modifications to this Policy without notice. Your continued use of the Website following the posting of any changes shall constitute your acceptance of the revised Policy. This Policy will be governed by the laws of the Commonwealth of Kentucky.

What Information Does KMA Collect?

Most of the data that the KMA collects is used only to help the KMA better serve its members. KMA collects and stores only personal information that members and visitors knowingly provide.

From General Users. KMA does not collect any personal information from users browsing its Web site. Users to the public areas of KMA’s Web site browse anonymously. Only aggregate data – such as the number of hits per page – are collected. Aggregate data are only used for internal and marketing purposes and do not provide any personally identifying information.

From KMA Members, and Others Granted Access to the Restricted Areas of the Website. KMA collects member information that allows them to gain access to members-only resources and personalization features on the KMA Website. Additionally, KMA requests its members to voluntarily update their contact information in the KMA online member database.

Membership Purchases made on KYMA.ORG

When you pay your dues online, the personal contact information entered before making the purchase is directed to our secure database. Once you enter your payment information, you are directed to a secure payment gateway. Data, excluding credit card information, provided during the submission of your order is recorded as a record in our membership database. That information is used to not only provide you with the membership you have purchased, but enables us to streamline future communications

and marketing with you, which ensures you are made aware of resources relevant to your interests.

Credit Card or ACH Checking Account Information and Passwords

All membership purchases through the KMA website are processed through a secure payment gateway. The member is automatically directed to the secure payment gateway when the person is asked to enter their credit card or ACH checking information. Therefore, KMA does not have access to or save credit card or ACH checking account information provided by its members to the database.

Monthly and Annual Renewal Membership Payments

When members select a monthly payment option or automatic yearly renewal through the website, they must save their payment information for their chosen auto payments or renewals. This information is NOT saved on the KMA website or in the KMA database. Instead, this information is saved in the secure payment gateway. KMA can only view the last 4 digits of the credit card.

Payments Made Over the Phone

KMA will not take credit card information over the phone. Instead, when this request is made, KMA will share a direct secure link from the payment gateway to process the payment.

Passwords

KMA does not have access to member passwords. These passwords are protected in the database and cannot be viewed. If a member forgets their password, they may submit an electronic request through the website or by email to member@kyma.org.

How Does KMA Use Cookies?

Cookies are files that contain information created by a web server that can be stored on a User's hard disk for use either during a particular session ("per-session" cookie) or for future use ("persistent" cookie). KMA uses cookies only to facilitate automated activity, store and track passwords, and review navigation patterns. Cookies are not used to disseminate significant information about Users over the Internet or to analyze any information that Users have knowingly or unknowingly provided. Users who do not desire the functionality created by the cookie have the option of disabling the cookie function on their browser.

What Privacy Issues Arise With Links to Other Sites?

The KMA Website contains links to other websites. KMA has no control over and is not responsible for the privacy policies or content of such sites.

Security

All of the personal information you provide during your visit to kyma.org is directed to a staff member or department applicable to the operation executed. Procedural and technical safeguards have been put into place to ensure that a restricted number of authorized staff of the KMA have access to the personal information provided by our members and visitors. These safeguards apply to both internal and external accessibility.

Email Addresses

It is KMA's experience that email is now perhaps the best way to communicate with members. Because of this fact we encourage all KMA members to provide their email address for timely communication of important information about our CME offerings, services, and legislative issues. Another reason for providing an up-to-date email address is that it allows members an easy way to request retrieval of the Website username and password; the email must match the address in our database.

Email addresses of members and nonmembers are not sold or shared.

Information Collected by KMA

The physician profiles in the KMA database include information obtained from physicians, county medical societies, the AMA, the Department of Health, the Kentucky Board of Medical Licensure, and other medical organizations/institutions. The KMA also collects information from registration for CME seminars, membership applications, contribution forms, online dues payment, etc. The information collected may include:

- Physician name (first, middle, last)
- KY State medical license number
- License date
- Date of birth
- Gender
- Membership status
- Home and business address

- Phone
- Fax
- Email address
- County Medical Society membership
- KMA committees
- CME data
- Medical school
- Year of medical school graduation
- Resident year & place of residency
- Specialty
- Preferred mailing address, phone, fax, email
- Office address
- Practice website

Along with the above we will also collect any information you provide as it pertains to the membership you are attempting to purchase or sign up for.

The KMA may also supply your information to companies that provide support services to us, such as, but not limited to, broadcast services, printing or mailing facilities, web designer or host, or those that assist in marketing our products or services. These companies may need your information in order to execute their functions. Any such companies ARE NOT authorized to utilize the information we provide to them for any other purpose.

Mobile information will not be shared with third parties/affiliates for marketing or promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

What Means of Redress Are Available?

If any member or website user suspects that the KMA has handled its personal information in a manner that does not comply with this privacy statement, please contact us by emailing member@kyma.org.