



## The Knee Society Privacy Policy Updated April 2018

THE KNEE SOCIETY understand how important our members' privacy and safety are to them and respect each member's privacy. This Privacy Policy explains how THE KNEE SOCIETY collects, uses, and safeguards information on [www.kneesociety.org](http://www.kneesociety.org), invoices, registrations, member profiles, membership directories, and any other digital and print services and properties officially operated or used by THE KNEE SOCIETY from time to time.

### Changes to the Privacy Policy

As THE KNEE SOCIETY, its membership, its programs and services change from time to time, this Privacy Policy may change as well. THE KNEE SOCIETY Board of Directors reserves the right to amend this Privacy Policy at any time, for any reason. The date of the last revision to the Privacy Policy will be indicated by the "Last updated" date at the bottom of this page. Any material changes to this Privacy Policy will be communicated to our membership immediately.

### Information We Collect

1. **Personally Identifiable Information:** We may collect information that identifies you ("Personally Identifiable Information") when you interact and provide such information to THE KNEE SOCIETY which includes but is not limited to, applying for membership OR changing your member status, registering for an THE KNEE SOCIETY event or program, purchasing THE KNEE SOCIETY products or services, submitting educational proposals (i.e. abstracts, posters, etc.), requesting information, etc. The types of Personally Identifiable Information collected will vary based on the services offered, but may include, among other things, your name, address, phone number, birth date, gender, billing and delivery information, e-mail address, credit card information, educational background, participation in events and programs, and AAOS identification number.
2. **Non-Personal Data:** We may also collect data 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, including, but 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. 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 Site through the use of these, and other tools as THE KNEE SOCIETY may add from time to time, may include: the search terms you used, new or returning user, browser information, computer type, operating system, internet service providers, website usage, referring/exit pages, platform type, date/time stamp, number of clicks, ads viewed, etc.

### **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):

- Providing service communications such as invoices, reminders, order confirmations, program registrations, and customer service messages
- Answering your emails, online requests, or correspondence
- Delivering and processing surveys
- Personalizing and improving the usability of THE KNEE SOCIETY Web site
- Fulfilling and/or delivering THE KNEE SOCIETY products and services
- Publishing membership directories and registration lists as described within this Policy
- Sharing with third parties as required by law or to protect THE KNEE SOCIETY as described within this Policy
- Sharing your email address as permitted under THE KNEE SOCIETY Email Policy as described within this Policy
- Listing your name, practice name and address, and your e-mail in searchable Membership Directory in members-only section of our Web site.

### **Publication of Your Personally Identifiable Information for Membership Directories and Registration Lists**

As a professional organization, the Personally Identifiable Information you provide may be published in print or digital form in a variety of ways to allow other physicians and the public to find you, including, but not limited to, directories, membership lists, and other types of registration lists for THE KNEE SOCIETY programs and events ("Registration Lists"). Registration Lists will not include email addresses or sensitive information, such as credit card or financial information, or social security numbers. Users may request their information be suppressed from Registration Lists by contacting THE KNEE SOCIETY.

### **Sharing your Personally Identifiable Information to Fulfill Service Requests**

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

### **Sharing Your Personally Identifiable Information When Legally Necessary or to Protect THE KNEE SOCIETY's interests**

THE KNEE SOCIETY 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 KNEE SOCIETY; (b) protect and defend the rights or property of THE KNEE SOCIETY; or (c) protect the personal safety of THE KNEE SOCIETY members of the public in appropriate circumstances.

### **Sharing Your Personally Identifiable Information for Surveys**

THE KNEE SOCIETY does not provide THE KNEE SOCIETY membership contact information for survey distribution purposes. All survey requests, regardless of the origin, including member-initiated surveys pertaining to specific research and medical conditions, will be reviewed by THE KNEE SOCIETY. THE KNEE SOCIETY will send the survey to our membership with a notice of the survey's purpose, the survey's originator, and survey instructions so that each member can determine his/her participation. If a member decides to participate in the survey, s/he should follow the instructions and survey link provided. If a member decides that s/he is not interested in participation, the member should ignore the communication.

Any third-party survey requests will be reviewed and evaluated by the Executive Committee. Should the Executive Committee feel a survey is of benefit to members, the THE KNEE SOCIETY, and/or the orthopaedic profession, the society will send the survey to our membership with a notice of the survey's purpose, the survey's originator, and survey instructions so that each member can determine his/her participation. If a member decides to participate in the survey, s/he should follow the instructions and survey link provided. If a member decides that s/he is not interested in participation, the member should ignore the communication.

### **Sharing Your Email Address**

We do not distribute, sell, or rent email addresses to anyone outside of THE KNEE SOCIETY. THE KNEE SOCIETY neither will offer email addresses to third-parties or affiliates nor do we encourage or endorse members sharing THE KNEE SOCIETY member directories with other organizations or individuals for any purpose. An exception to this policy may apply from time to time to programs and/or benefits provided to THE KNEE SOCIETY members in collaboration with a partnering organization. THE KNEE SOCIETY will obtain assurances that THE KNEE SOCIETY member data will be strictly safeguarded by a partner organization and used only for the specific purpose it was released.

### **How to Manage the Sharing of Your Personally Identifiable Information**

You can manage your profile and email preferences, including opting out of email by contacting THE KNEE SOCIETY. Members may direct THE KNEE SOCIETY to exclude themselves from the following:

- Electronic THE KNEE SOCIETY Find a Surgeon Directory and Membership Directory
- Special publications such as THE KNEE SOCIETY Abstract Book
- Society correspondence, such as the President's Message and other announcements

### **California Privacy Rights**

In addition to the rights as explained in this Privacy Policy, under California's "Shine the Light" law, California residents who provide personal information (as defined in the statute) in obtaining products or services for personal, family, or household use are entitled to request and obtain from us once a calendar year information about the personal information we shared, if any, with other businesses for marketing uses. If applicable, this information would include the categories of personal information and the names and addresses of those businesses with which we shared such personal information for the immediately prior calendar year (e.g. requests made in 2013 will receive information about 2012). To obtain this information please write to us. Please include your full name, address, and THE KNEE SOCIETY member number, if applicable.

## **General Data Protection Regulations (GDPR) – For Citizens of the European Union**

In addition to the information provided in this Privacy Policy, as of May 25<sup>th</sup>, 2018 regulations in the European Union state that any organization that does business with citizens of the EU must provide information to them regarding what type of personal data we collect and how it is used. These regulations were designed to support privacy as a fundamental human right and to give individuals rights over how their personal data is processed or otherwise used. GDPR defines personal data as “any information relating to an identified or identifiable natural person”. For more details about these regulations you can visit [www.eugdpr.org](http://www.eugdpr.org). To ensure that THE KNEE SOCIETY maintains compliance with these regulations we provide our Privacy Policy to all EU citizens and request that they sign and return a consent form. Since the information THE KNEE SOCIETY collects is vital to the services provided, any citizen of the EU that does not agree to the terms of our Privacy Policy will not be able to obtain/maintain membership or do business with THE KNEE SOCIETY. GDPR also gives EU Citizens the right to be forgotten. Upon request, THE KNEE SOCIETY must remove all personal data of said individual from our database (as well as any third-party data processing companies) within one month of notification.

## **User ID and password**

Certain areas of THE KNEE SOCIETY site may require the use of a user ID, email address, or password as an additional security measure that helps protect your information. To help you protect your privacy, THE KNEE SOCIETY site has tools to help you log in and log out.

## **Linking and Suggested Resources**

This Privacy Policy applies solely to THE KNEE SOCIETY, its database, and its electronic communications. You should be aware that [www.hipsoc.org](http://www.hipsoc.org) contains links to other sites and these sites may contain privacy provisions that differ from this Privacy Policy. THE KNEE SOCIETY is not responsible for the privacy policies of other sites. We recommend that you review the privacy statements of linked sites, applications, or other digital properties.

## **How you can access and change information**

If you are a registered user of THE KNEE SOCIETY site, you may review and update/correct your information directly on THE KNEE SOCIETY website—[www.hipsoc.org](http://www.hipsoc.org)—or by contacting us.

## **Children**

We do not knowingly solicit data online from or market online to children.

## **No Guarantee**

THE KNEE SOCIETY takes every precaution to protect our information. We use SSL encryption to protect information online. We also do everything in our power to protect our database off-line. All information is restricted in our office. Our management team must use password-protected screens when they enter the database. The server on which we store personally identifiable information is kept in a secure environment. However, no data transmission over the Internet can be guaranteed to be 100% secure. Accordingly, and despite our efforts, THE KNEE SOCIETY cannot guarantee or warrant the security of any information transmitted. If you have questions about this Privacy Policy, please contact us.

## **Contact Us:**

For more information, please contact us at 847.698.1632 or [knee@aaos.org](mailto:knee@aaos.org)