



## **Privacy Policy**

### **POLICY STATEMENT**

The Wisconsin Academy of Family Physicians (WAFP) is committed to protecting the privacy of its members. The WAFP maintains safeguards to store and secure information it has about members. The safeguards may be physical, electronic or procedural. This document describes how the WAFP collects data from its website and how the WAFP uses this information.

### **WHAT INFORMATION DOES THE WAFP COLLECT?**

It is in the WAFP's general policy to collect only personal information that the member or visitor knowingly chooses to provide. The following information is collected from all visitors to the WAFP website and is recorded in a log file:

- Time and date of the visit
- The Internet address of the computer
- The browser and operating system used
- The page that is viewed
- The previous page that was visited

### **FROM GENERAL USERS:**

The WAFP does not collect any personal identifying information from users who are browsing the public areas of WAFP websites other than those data items mentioned above. Users to the public areas of WAFP websites browse anonymously. The WAFP does not review the use of publicly accessible WAFP websites by individual users unless this information will assist WAFP staff in troubleshooting individual problems. The WAFP will also review this information if a user's account is associated with:

- Attempts to violate security of WAFP computer networks
- Activity that degrades the performance of the Academy website
- Activity that might be related to copyright violations

### **FROM WAFP MEMBERS, MEETING REGISTRANTS AND OTHERS:**

If a member has logged into a password-protected area of a WAFP website, the user's name and member ID number are recorded. In the course of using WAFP website the member may be asked to provide personal information in order to participate in WAFP activities, or otherwise interact with the WAFP. In addition, the member may be asked to update their member contact information.

**Important note for WAFP members:** The WAFP maintains a membership database independent of its web operations. The information from this database is drawn from membership applications, dues payment forms, CME reporting, member surveys and other correspondence between the WAFP and its members.

If a non-member registers for a meeting from the WAFP's website the user's name, address and other personal identifying information are recorded. In some instances, demographic information is collected and recorded.

**Credit Card information:** The WAFP does not disclose credit card account information or activity provided by its customers. When members and customers choose to pay using their credit cards, the WAFP submits this information encrypted to obtain payment from the appropriate clearing house. Credit card numbers are not stored in WAFP databases.

## **HOW DOES THE WAFP USE DATA COLLECTED?**

The WAFP uses the data it collects from its websites to better serve members and visitors to the WAFP websites. The WAFP uses information submitted on the WAFP websites by members and other customers in the following ways:

**WAFP services and products:** The WAFP uses data collected to improve its web content, to respond to visitor needs and preferences and to develop new products and services.

**Disclosure to third parties:** The WAFP does not make member contact information available to third parties.

On occasion, the WAFP may also provide limited data to third parties that offer CME, products or services deemed of interest to the clinical or socioeconomic practice of medicine. These limited data do not include phone numbers, fax numbers, or e-mail addresses.

The WAFP Board may release email addresses to the Research Committee based on appropriate criteria.

**Disclosure required by law or emergency circumstances:** The WAFP may release personal information to third parties in order to comply with valid legal requirements such as a law, regulation, search warrant, subpoena or court order. In the event that the WAFP is legally required to disclose your personal information to a third party, the WAFP will notify you unless doing so would violate the law or court order.

For privacy questions or concerns about one of the WAFP website, please contact [academy@WAFP.org](mailto:academy@WAFP.org).

**Approved by WAFP Board of Directors: 4/13/24**