



# Corporate Privacy Policy Respecting the Collection, Use and Disclosure of Personal Information (“Privacy Policy”)

Last updated: November 2018

## **Canadian Cardiovascular Society**

The Canadian Cardiovascular Society (“**CCS**”) is a national professional society of cardiovascular clinicians and scientists. The CCS promotes cardiovascular health in Canada by disseminating research and best practices, organizing and promoting educational publications, education programs and other events. The CCS is a data controller information that can be used to directly or indirectly distinguish, identify or contact a specific individual (“**Personal Information**”). Personal Information collected and processed through the services offered by CCS.

## **What is the scope of this Policy?**

This Privacy Policy applies to all Personal Information collected, used or disclosed by us, whether for a CCS Member, prospective member, or others who have expressed an interest in the CCS or have participated in an event sponsored or organized by the CCS.

CCS keeps Personal Information as long as it is needed to fulfill the purposes identified below. When Personal Information is no longer required to fulfill the identified purposes, it is safely and securely destroyed.

## **Commitment to Privacy of Personal Information**

The CCS is committed to protecting the privacy of its members and others who use CCS products and services. This Privacy Policy sets out our practices regarding the collection, use and disclosure of Personal Information in connection with the products and services we provide, including our websites, such as *ccs.ca*, *cardiocongress.org* and *MY.CCS.ca*. By becoming a CCS member, maintaining such membership, attending a CCS event or program, communication with CCS, taking part in a committee/working group or receiving services from the CCS, you consent to our collection use and disclosure of your Personal Information in accordance with the terms of this Privacy Policy.

The CCS collects, uses, and discloses Personal Information only with valid legal consent of the individual, except as otherwise permitted or required by law. Members and users can withdraw their consent to the use of their Personal Information by contacting the CCS and informing the CCS Privacy Officer of that request. CCS services are not directed to children under the age of 16. You may not use our services if you are under the age of 16.



CCS makes every reasonable effort to protect the Personal Information we collect by implementing security safeguards against loss or theft, as well as unauthorized access, disclosure, copying, use or modification. We ensure that employees are aware of the importance of maintaining the confidentiality of Personal Information.

### **Changes to this Privacy Policy**

The CCS changes constantly and the Privacy Policy may be updated from time to time, to reflect developments in its practices, new technology or the law. Please check our website frequently to see recent changes. The CCS will include a *News Update* when the Privacy Policy is updated and will notify members/users with notification of Privacy Policy updates through electronic communications. Unless stated otherwise, our current Privacy Policy applies to all information that we have about an individual. The CCS will never materially change its Privacy Policy to make it less protective of an individual's information collected in the past without the consent of the affected individual.

### **What type of Information we collect and use?**

As described above, Personal Information is any information that can be used to directly or indirectly distinguish, identify, or contact a specific individual. Important to note that some Personal Information may be found in the public domain by accessing publication like telephone directories online.

The Personal Information that the CCS generally collects, processes, and uses include: name, employer's name, work & home address, email addresses. We may also collect your personal email address, personal mailing address, date of birth, mobile phone number, social media accounts, degrees/certification and banking or credit card information (card number, type, CVV code, expiry date and billing address – collectively, "Payment Information"). Per PCI Compliance, we do not accept credit card information via email. Credit card information received via fax, phone, or mail is entered into a secure system and then destroyed. Members and users may voluntarily provide additional information in their membership/contact profile, such as educational background, certification, medical school/hospital affiliation, areas of major interest and areas of interest in serving the CCS.

CCS assigns a personal identifier to each member or contacts in our database so that member can use this number when contacting us or registering for an event.

### **Accuracy**

The CCS seeks to ensure that the Personal Information it uses is accurate and up to date. Please assist the CCS Privacy Policy Officer by advising of any inaccuracies so that appropriate corrections can be made. Alternatively, members and users may edit their profile via MY.CCS.ca at any time to change, add, or remove Personal Information.



## Why do we collect and use your Personal Information

### Membership

The CCS collects and uses Personal Information from members and individuals who are applying to become members of the CCS for the following purposes:

- to determine an individual's eligibility for membership in the CCS;
- to process a membership application or renewal;
- to collect and process membership dues;
- to keep members informed about CCS programs, services and activities such as educational programs, update and published practice guidelines, etc.;
- to provide members with a monthly issue of the *Canadian Journal of Cardiology*, which is a benefit of membership;
- to provide members with periodic newsletters and updates, announcements and special promotions regarding CCS products and services;
- to keep members informed about information, activities and events of other organizations on topics related to the aims of the CCS;
- to gain insight, develop and market products and services that are tailored to the interests of members and those registering to our events;
- to assist CCS with the maintenance of our membership database and other individual contacts;
- to engage members of the cardiovascular community;
- to respond to members' questions and communications;
- to facilitate affiliate membership;
- to analyse the demographics and segmentation of the membership for future planning purposes;
- to contact members with respect to requesting their participation in the affairs of the CCS, such as committees and working groups; and
- to help us understand our members' needs and interests to better tailor our products and services to meet members needs.



For the convenience of members, the CCS prepares and makes available a directory of members. The directory is available to members only and can be accessed via the member only portal *MY.CCS.ca*. A member may request NOT to have his or her name included in the directory. Members also have the ability through *MY.CCS.ca* to inform CCS on how they wish to be contacted.

### **Participants in Canadian Cardiovascular Congress (CCC) and Events**

The CCS collects and uses Personal Information of participants in CCC and other events for purposes including but not limited to the following:

- to process registration before an event;
- to carry out the organization and administration of the event, including facilitation of accommodation and event particulars for delegates, development of marketing, programming and event material, and confirmation of event attendance;
- to make a list of attendees (those who have consented) available at an event;
- to submit and review scientific work / presentation for consideration for presentation at an event;
- to invite participants to future events that are likely to be of interest to them; and
- to notify participants about the benefits of joining CCS.

### **Who we share or disclose Information with?**

The CCS is responsible for all Personal Information under its custody or control, including information which it may transfer to a third party for processing or those who provide services to CCS.

Where the CCS discloses Personal Information to a trusted third-party organization, the CCS will enter into a written agreement to require such third parties to use the Personal Information only for the purposes for which it is provided to them, and to protect the privacy of the Personal Information in accordance with privacy laws and in a manner that is consistent with this Privacy Policy.

### **Donations to the Canadian Cardiovascular Society**

The CCS collects donations from members for the Canadian Cardiovascular Society Academy (the "**CCSA**") to support their activities in the fields of education and research, such as scholarships and bursaries. For the purpose of such donations the CCS, on behalf of the CCSA, collects name, contact information and credit card information. The name and contact information is provided to the CCSA (note, CCS is the secretariat for the CCSA) and used only to process, administer donations and recognize donors in CCSA publications and in various locations during the annual Canadian



Cardiovascular Congress (CCC) and issue tax receipts. Note: members/individuals can opt to not have the donations acknowledged by contacting the CCS office or by updating the required field as part of their profile at *MY.CCS.ca*.

### **CCS Affiliates**

To streamline the membership application and renewal process for a number of CCS Members, the CCS collects membership dues on behalf of CCS Affiliates. The CCS is the secretariat for affiliates and manages the collection of this data for the purpose of membership following the CCS' Privacy Policy.

In some cases, the third-party organization that performs services on behalf of the CCS may use or store Personal Information outside of Canada. Personal Information stored outside Canada may be subject to different laws than those in Canada and may be accessible to law enforcement agencies outside of Canada where permitted by law.

**For example, our *Canadian Journal of Cardiology (CJC)* publisher, Elsevier Inc. is a world-renowned publisher of many top medical journals amongst other significant publications. Elsevier will be using your Personal Information in order to provide you with your subscription to the *CJC* and to inform you of upcoming Journal topics.**

The CCS is committed to the protection of privacy and will evaluate the privacy implications associated with disclosing Personal Information to a third-party service provider in a given jurisdiction before establishing a relationship in which Personal Information will be disclosed.

### **Information Received from Other Sources**

The CCS sometimes uses mailing lists from other organizations with whom the CCS participates in organizing or sponsoring programs, publications, seminars, conferences or other events. When the CCS does so, these other organizations are required to provide only the information of individuals who have consented to the sharing of their information to the CCS. When the CCS uses the individuals' Personal Information, the CCS will provide the individuals with information in accordance with applicable law. The information provided to the individuals may include identity and contact details of the CCS, contact details of the CCS' Privacy Officer, purposes of information processing/usage, legal basis for the information processing/usage, and the ability of the individual to withdraw consent. The CCS will inform the individual of the use of their Personal Information within a reasonable period of time as prescribed by the applicable law. At the time of contact, the CCS will ask the individual whether or not further communications from CCS is desired. The CCS will respect the wishes of the individual.



## **Consent**

The CCS uses Personal Information only with valid legal consent of an individual, except as otherwise permitted or required by law. The consent provided for the use of Personal Information is for the specified, explicit and legitimate purposes as outlined in this Privacy Policy. An individual may withdraw his or her consent to the use of Personal Information by contacting the CCS Privacy Officer using the contact information as provided within this Privacy Policy. In addition, when an individual submits a membership application or membership renewal, or registers for an event, the individual will be given an opportunity to opt-out of receiving further information from the CCS or from any other third parties. The CCS will explain the consequences if the individual decides to withdraw their consent for CCS to use their Personal Information. Any request to withdraw consent will be processed within the legally required time periods.

## **Website**

The CCS provides information and some member services via its websites [www.ccs.ca](http://www.ccs.ca), [cardiocongress.org](http://cardiocongress.org) and [MY.CCS.ca](http://MY.CCS.ca).

## **Registration**

Some of the material on the sites are made available only to healthcare professionals. In order to access this information, a user is asked to register and to provide Personal Information, including information about professional qualifications. This information is used for the purpose of verifying the user's status as a healthcare professional. The CCS may also use this information to send a user further information about CCS website activities in accordance with the wishes the user expresses on the registration form. Lists of registrants on the Site are not disclosed to other organizations.

## **Cookies**

This Sites use cookies to offer you a better browsing experience. Learn more about how the Canadian Cardiovascular Society uses cookies and how to change your settings by reviewing our Privacy Policy. Cookies are small amounts of data that are transferred to a user's browser. Cookies are used to customize the site to an individual's interests or to retain Personal Information, such as a password, for the next visit. Upon the valid legal consent of the user, the Site may use the cookies. The user can withdraw their consent for CCS' use of cookies by contacting the CCS Privacy Policy Officer. Additionally, the user can set his or her browser not to accept cookies and still access the Site, although as a result, certain areas of the Site may be unavailable or difficult to use.



## **Personal Data Collected Through Website**

The CCS may collect personal data through your use of our website [www.ccs.ca](http://www.ccs.ca) and [www.cardiocongress.org](http://www.cardiocongress.org) including (without limitation) member ID number, password and email address. Certain information about a user's computer may also be collected when you visit our

website, such as the type of the internet browser and operating system of a user's computer and where applicable a user's IP address and information relating to a user's internet service provider.

You are not required by law to provide your personal data for the purpose of visiting our website but we may be unable to provide you with the information, services and facilities you may require unless you provide us with the requested personal data for administration, security or other reasons.

## **Linked Websites**

We are not responsible for the contents available on, or the set-up of, or the personal data or information collected (if any) by, any other websites linked to our Site. Linking or access to and use of such other websites is at the user's own risk and subject to any terms and conditions applicable to such accessor use.

## **Safeguards**

The CCS protects Personal Information against such risks as loss or theft, unauthorized access, disclosure, copying, modification and destruction by using appropriate security measures in accordance with applicable law.

The CCS designs its systems with security and privacy in mind. We work to protect the security of Personal Information during transmission. We follow the Payment Card Industry Data Security Standard (PCI DSS) when handling credit card data. The CCS also maintains physical, electronic and procedural safeguards in connection with the collection, storage and disclosure of Personal Information. Our security procedures mean that we may occasionally request proof of identity before we disclose Personal Information to you. It is also important for the member/user to protect against unauthorized access of their password and computers, devices, and applications. Be sure to sign off when you finish using a shared computer.

The CCS' employees with access to Personal Information are required to respect the confidentiality of that information pursuant to their employment agreement with the CCS. Employees also participate in privacy training. The CCS implements methods of protecting Personal Information that



include limiting access to the information, restricting access to offices where information is held and technological measures such as passwords.

### **How can you get access to your information?**

Subject to applicable law, a member or user may request access to the information held about him or her at anytime. Alternatively, members/users can access their profile via *MY.CCS.ca*. An individual has the right to request access to, correct, and delete their Personal Information, and to ask for data portability. The individual may also object to CCS' processing of their Personal Information or ask that the CCS restrict the processing of their Personal Information in certain instances. If you wish to do any of these things, please contact the Privacy Officer at 1-877-569-3407 ext. 401 or [privacy@ccs.ca](mailto:privacy@ccs.ca).

The CCS will endeavour to respond to any such request as quickly as possible and, in any event, within the legally required time periods. Subject to certain exceptions and limitations prescribed by law, an individual will be given access to any Personal Information the CCS holds about the individual. For example, the individual may be able to obtain confirmation as to whether his or her Personal Information has been processed, when, where and with what purpose. Any information provided to the individual will be provided in a commonly used and machine-readable format. The CCS will correct or amend Personal Information that is shown to be incomplete or inaccurate with the individual's consent and in accordance with applicable law.

### **Breach Notification**

In case of a Personal Information breach by the CCS and the breach is likely to result in a risk to the rights and freedoms of the individual, the CCS will without undue delay notify the individual and the supervisory authority of the breach in accordance with applicable law.

### **Questions and Complaints**

For further information about this Privacy Policy or the practices of the CCS related to Personal Information, or to make a complaint, please contact the CCS Privacy Officer at 1-877-569-3407 ext. 401 or [privacy@ccs.ca](mailto:privacy@ccs.ca). The CCS will investigate all complaints and take appropriate action as a result of such investigation.