



CALIFORNIA ACADEMY OF FAMILY PHYSICIANS

STRONG MEDICINE FOR CALIFORNIA

Privacy Policy

The California Academy of Family Physicians (CAFP) is committed to protecting the privacy of its members and customers. CAFP maintains safeguards to store and secure information it has about members and customers. The safeguards may be physical, electronic or procedural. This document, Privacy Policy (“Policy”), describes: 1) how CAFP collects data from its websites and through members’ other voluntary interactions with CAFP (e.g., registration for a CAFP event, purchase of a CAFP product, participation in a CAFP member survey); and 2) how CAFP uses this information. With respect to websites, please note that this Policy applies only to CAFP’s websites and not to the websites of unrelated third-party companies or organizations for which CAFP provides links.

By visiting CAFP’s websites (i.e., www.familydocs.org, www.cafpfoundation.org, www.fmrevolution.org, www.spark.familydocs.org), becoming a member or customer, or otherwise voluntarily submitting information to CAFP, you agree to this Policy. CAFP reserves the right to make changes to our sites, this Policy and conditions of use at any time. In such case, CAFP will post a notice that this policy has been modified by revising the “Last Updated” date at the bottom of this page. By visiting familydocs.org or other CAFP sites, you accept these conditions.

What information does CAFP collect?

CAFP collects two types of information: 1) non-personally identifiable information for anyone who visits the websites; and 2) personally identifiable information for members, registered website users, and anyone who purchases or requests products, services, or information.

Non-personally identifiable information

CAFP uses cookies on areas of its websites to collect information about all visitors to CAFP websites including, but not limited to: webpages viewed and the order visited and terms used in searching CAFP websites. CAFP uses cookies for greater functionality, and the information generated from these cookies is used to help determine which services are most important to members and to guide editorial and business decisions.

Users who do not desire the functionality offered by cookies may disable cookie functionality in their web browsers or through the settings on their mobile devices; however, users who do so may not be able to use some features of CAFP websites.

For system administration and troubleshooting, CAFP also logs the originating Internet Protocol (IP) address, the web browser and operating system used, and information about users' individual use of CAFP websites such as time and date of visits and duration of sessions.

CAFP does not collect any personal identifying information from users who are browsing the public areas of CAFP websites other than those data items mentioned above. Users to the public areas of CAFP websites browse anonymously. CAFP does not review the use of publicly accessible CAFP websites by individual users unless this information will assist CAFP staff in troubleshooting individual problems.

CAFP will also review this information if a user's account is associated with:

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

Personally-identifiable information

If, in the course of using CAFP websites, the user registers for a CAFP event, purchases a CAFP product, or otherwise interacts with CAFP and its members, the user may be asked to provide personal information to CAFP. In addition, the user may be asked to update member contact information, if applicable.

Important note for CAFP members: CAFP and the AAFP also maintain a membership database. The information from this database is drawn from membership applications, dues payment forms, subscriptions, product orders, CME reporting, member surveys and other correspondence between CAFP and its members or chapters. If a non-member registers for a meeting, purchases a product from CAFP's website or claims CME credit for an online course, the user's name, address and other personal, identifying information is recorded. In some instances, demographic information is collected and recorded.

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

How does CAFP use the data collected?

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

CAFP services and products: CAFP 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: CAFP shares membership, demographic, CME and/or contact information with CAFP constituent chapters, CAFP Foundation and the American Board of Family Medicine (ABFM). On occasion, CAFP 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 include names and addresses, but do not include phone numbers, fax numbers, demographic information or email addresses.

Right to use photography/video recorded at CAFP events: CAFP reserves the right to use any photograph/video taken at our events, without the express written permission of those included within the photograph/video. We may use the photograph/video in publications or other media material produced, used or contracted including but not limited to: brochures, invitations, books, newspapers, magazines, television, websites, etc. To ensure the privacy of individuals, images will not be identified using full names or personal identifying information without written approval from the photographed subject.

Disclosure required by law or emergency circumstances

CAFP 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 CAFP is legally required to disclose your personal information to a third party, CAFP will notify you unless doing so would violate the law or court order.

External Relationships

CAFP has agreements with other organizations that offer products and services through CAFP websites or affiliate agreements. When the user interacts with these organizations on the organizations' websites, whether as a result of following links from a CAFP website, within a CAFP email, or otherwise, different rules and privacy policies may apply. Since CAFP does not control the collection or use of information or the use of information collected via these organizations' websites, CAFP is not responsible for their privacy practices, security, or content provided under these circumstances.

Email

Once someone voluntarily provides an email address, CAFP assumes permission has been given to email that person with questions, transaction follow-up, advertisements and to send bulk email messages. CAFP collects data to track the effectiveness of emails, which enables CAFP to better serve its audiences.

Opting out

While CAFP hopes that the information in this Policy helps you understand how it uses and protects your information to provide you with better services, you may still choose not to receive information from CAFP.

Email opt-out

All of CAFP's marketing emails and some of its informational emails include a link for unsubscribing. CAFP will apply your unsubscribe request as quickly as possible. Because email campaigns may already be in process, however, you may continue to receive emails from CAFP for a few days. After this time, you should no longer receive marketing or informational emails from CAFP. You may still receive emails regarding your transactions (e.g., confirmation that you have registered for an event).

Direct mail opt-out

To discontinue receipt of CAFPF's print publications and direct mail promotions, please contact CAFPF at (415) 345-8667 or cafp@familydocs.org. Your request will be processed as quickly as possible.

Access to your information

CAFP welcomes you to contact us regarding the information we have collected about you, including the nature and accuracy of the data collected about you, to request an update, modification, or deletion of your information, to opt-out of certain services or to withdraw any consent you may have granted.

Data Protection Officer

CAFP is headquartered in San Francisco, California, in the United States. We have appointed an internal data protection officer for you to contact if you have any questions or concerns about our data policies or practices. Our data protection officer's name and contact information are as follows:

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Deputy EVP and Data Protection Officer
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