

Personal Data collected for the following purposes and using X-Med Health services

- Members can access materials exclusive to membership.
- We collect and store in server logs Device Identified Information, including but not limited to browser type, IP address, operating system, the date and time of visits, the pages visited on the site, time spent viewing the site, and return visits to the site.
- We use Google Analytics, a service that records Device Identified Information such as the referral web domain, type of operating system/browser used, date and time of visit, and other information relating to activities on our website to understand its usage better, analyze trends, and optimize the website experience from.
- If Members provide us their Personally Identified Information such as contact information to participate in working groups, submit a question or register for an event.

From User

- If a User provides us their email address to access the X-MED HEALTH's Audience Matched Advertising Opt-Out Tool
- We collect and store in server logs Device Identified Information, including but not limited to browser type, IP address, operating system, the date and time of visits, the pages visited on the site, time spent viewing the site, and return visits to the site.
- We use Google Analytics, a service that records Device Identified Information such as the referral web domain, type of operating system/browser used, date and time of visit, and other information relating to activities on our website to understand its usage better, analyze trends, and optimize the website experience.
- When a User engages the Interest Based Advertising Opt-Out Tool the User will choose to opt-out of some or all Members' Interest Based Advertising. To effectuate the request, we allow Members to set an opt-out cookie and confirm a User's opt out status.

From Registrants

- If Registrants provide us their Personally Identified Information such as their name, professional affiliation, contact details, biographies, profile photographs, opt-ins/opt-outs for marketing and working group selections when they engage with us.
- We may process travel itineraries and payment information for reimbursements if Registrants are a guest of or speaker for the X-MED HEALTH.
- We may collect images of Registrants at our events.
- We collect and store in server logs Device Identified Information, including but not limited to browser type, IP address, operating system, the date and time of visits, the pages visited on the site, time spent viewing the site, and return visits to the site.
- We use Google Analytics, a service that records Device Identified Information such as the referral web domain, type of operating system/browser used, date and time of visit, and other information relating to activities on our website to understand its usage better, analyze trends, and optimize the website experience from.

From Stakeholders

- If Stakeholders provide us their Personally Identified Information such as contact information to submit a question, comment or complaint.

How do we use personal information?

We aggregate Device Identified Information to better understand use of our site, and to help manage, maintain, enhance and improve our websites. We also store IP addresses for fraud detection and prevention purposes.

When Visitors, Members, Registrants or Stakeholders provide us their Personally Identified Information, such as contact information, we may use it to:

- Communicate and respond to their inquiries and requests
- Provide email updates
- Register and manage events
- Conduct surveys

When a User provides us their email address through the X-MED HEALTH's Audience Matched Advertising Opt-Out Tool the X-MED HEALTH will send an email to the address submitted by the User in order to authenticate the request and share the email address with participating Members for the sole purpose to exclude that email address from further use in Audience Matched Advertising. Please refer to individual Member company privacy policy or statement in the opt-out description for a full explanation of how a given company will effectuate the Audience Matched Advertising Opt-Out. The X-MED HEALTH does not retain the email address submitted by Users of the Audience Matched Advertising Opt-Out Tool for longer than 90 days. (Audience-Matched Advertising is defined in our Code as the practice of using data linked, or previously linked, to Personally-Identified Information for the purpose of tailoring advertising on one or more unaffiliated web domains or applications, or on devices, based on preferences or interests known or inferred from such data.)

When a User engages the Interest Based Advertising Opt-Out Tool the User will choose to opt-out of some or all of our Members' Interest Based Advertising. To effectuate the request, we allow Members to set an opt-out cookie and confirm a User's opt-out status. (Interest Based Advertising is defined in our Code as the collection of data across web domains owned or operated by different entities, or the use of such data, for the purpose of tailoring advertising based on preferences or interests known or inferred from the data collected.)

We do not merge any of the Personally Identified Information collected on our websites with Device Identified Information collected on a website.

Who Do We Share personal information with?

We do not rent, sell, share, or otherwise make available any Personally Identified Information or Device Identified Information collected on our websites with third parties for any advertising or marketing purposes.

We do share information with Service providers:

- We may share Personally Identified Information or Device Identified Information with our service providers who need the information to perform services on the X-MED HEALTH's behalf.
- We also may disclose Personally Identified Information if required to do so by law, including by search warrant, subpoena, or court order.

We do share information with Members:

- We may share Personally Identified Information submitted by Visitors or Users with our Members or other third parties to help resolve a complaint
- We will share the email address submitted by a User of the Audience Matched Advertising Opt-Out Tool with our Members who are integrated with the Tool. Members elect whether they receive the plain-text email address or only a hashed version. Members are only permitted to use that email address or hashed email address to store the User's choice to opt-out from Audience Matched Advertising, and may not use it for any other purposes, including advertising, marketing, or to contact a User.
- We may share Personally Identified Information submitted by Visitors or Users with Members to administer an opt-out request

Technologies Used on This Site

Cookies

We use cookies on this site. If a Member logs in to the members area section of our site, we set a cookie with a randomly-generated pseudonymous identifier to allow the member to navigate those pages.

We also serve cookies to help us track web traffic, as described above on our websites.

In addition, our Members serve cookies via our website as part of the Interest Based Advertising Opt-Out Tool. To process the request of a User of the Interest Based Advertising Opt-Out our Members who engage in Interest Based Advertising must set an "opt-out cookie" on the User's browser. Please note, if a User deletes any opt-out cookies obtained using the Interest Based Advertising Opt-Out Tool page, for example by clearing all cookies in their browser, the User will need to return to the opt-out page to renew your choices.

You have the ability to manage the use of cookies on your browser or device using control or preference settings.

Non-Cookie Technologies

Non-Cookie Technologies may also be used on this site. While the X-MED HEALTH itself does not use this technology for any advertising or marketing purposes, some of our members may use this technology for web-based Tailored Advertising purposes. As such, in order to fully effectuate a user's decision to opt-out of Tailored Advertising, our site may employ this technology from our members in order to complete an opt-out request.

Third-Party Content, Links, and Plug-ins

This website contains links to other websites not owned or managed by the X-MED HEALTH. Please be aware that we are not responsible for the privacy practices of those, or any other, websites. If you have questions about how those websites collect and use data, you should read their websites' privacy policies.

Data Security

We use commercially reasonable procedures to protect the personal information that we collect. However, we cannot guarantee the security of our databases, nor can we guarantee that personal information you supply won't be intercepted while being transmitted to us over the internet.

The X-MED HEALTH is a E.U organization that operates a co-regulatory program in the E.U. for consumers. Your personal information will be transferred to, processed, stored and accessed by us and our service providers in the E.U and in any other jurisdiction where we or they operate, which may not provide you the same level of privacy protection as you are entitled to in your jurisdiction. By providing us with your information you acknowledge any such transfer, storage or use.

Changes to Our Privacy Policy

As our organization, membership, and services evolve, this Privacy Policy may be revised to reflect those changes. We reserve the right to amend this Privacy Policy at any time, for any reason. If we decide to change our Privacy Policy in the future, we'll post the changes here and indicate at the top of the page the last date on which it was updated. Unless otherwise noted, all changes will be effective when posted.

Questions?

You may contact us for any reason in connection with this Privacy Policy at info@xmed-healthcare.com.