

## **Privacy Statement**

This Privacy Statement relates solely to the online information collection and use practices of our Web sites located at [www.rockpointe.com](http://www.rockpointe.com) and [www.potomacme.com](http://www.potomacme.com) (these "Web sites"), and not to any subdomains of these Web sites. We recognize that many visitors and users of these Web sites are concerned about the information they provide to us, and how we treat that information. This Privacy Statement, which may be updated from time to time, has been developed to address those concerns.

Your use of this Web site indicates to us that you have read and accept our privacy practices, as outlined in this Privacy Statement. If you have any questions or concerns regarding this Privacy Statement, please email [contact@potomacme.org](mailto:contact@potomacme.org).

### **WHAT INFORMATION ABOUT YOU DO WE COLLECT?**

When you register on our Web sites, you may provide us with the following information: (1) personally identifiable information that you knowingly choose to disclose, which is collected on an individual basis, and (2) general user information that does not contain personally identifiable information, which is collected on an aggregate basis as you browse the Web sites. If you choose not to provide us with requested information, you may not be able to access all of our Web sites content.

#### **Personally Identifiable Information You Choose to Provide**

We may ask for certain personal information from you for the purpose of providing content that you request. For instance, for the purpose of awarding CME credit, you may be asked for additional information, such as your ME, DEA, or Social Security number. We will request your username and password each time you visit our site. You may contact us by clicking on the "Contact Us" link. This link will direct you to an e-mail page. All e-mails will be directed to [contact@potomacme.org](mailto:contact@potomacme.org). We may retain a record of users who have contacted us in order to respond properly to questions or concerns and for purposes of future communications.

#### **Non-personally Identifiable Information We Collect**

Cookies/Web server logs: Similar to other commercial Web sites, our Web sites utilize standard technology called "cookies" and Web server logs to collect information about how our Web sites are used. Cookies are a feature of Web browser software that allow Web servers to recognize the computer used to access a Web site. Cookies are small pieces of data that are stored by a user's Web browser on the user's hard drive. Information gathered through cookies and Web server logs may include the date and time of visits, the pages viewed, time spent at our Web site, and the Web sites visited just before and just after our Web site. This information is collected on an aggregate basis. None of this information is associated with you as an individual.

You can, of course, disable cookies on your computer by indicating this in the preferences or options menus in your browser. However, it is possible that some parts of our Web sites will not operate correctly if you disable cookies. You should consult with your browser's provider/manufacture if you have any questions regarding disabling cookies.

## **HOW DO WE USE THE INFORMATION WE COLLECT?**

We use your personally identifiable information to provide you with the information, content, or CME-certified educational activities that you have requested, and, in some cases, to contact you about other programs, features, or services. If you no longer wish to receive information from us, you may send us an e-mail through our "Contact Us" link to change your preferences.

We use non-identifying information collected on our Web site in the aggregate to better understand your use of the Web sites and to enhance your enjoyment and experience. For example, we may use the information to improve the design and content of our Web sites or to analyze the programs and services that we offer.

We may employ other companies and individuals to perform functions on our behalf. Our employees, agents, and contractors who have access to personally identifiable information are required to protect the information in a manner that is consistent with this Privacy Statement.

We may provide access to your personally identifiable information when legally required to do so, to cooperate with police investigations or other legal proceedings, to protect against misuse or unauthorized use of our Web sites, to limit our legal liability and protect our rights, or to protect the rights and safety of visitors to these Web sites or the public. In those instances, the information is provided only for that limited purpose.

In the event that our company undergoes a business transition, such as a merger, acquisition, or sale of assets, users' personal information would, in most instances, be part of the assets transferred.

We will not share your personally identifiable information in ways unrelated to those described above without providing you with an opportunity to opt out of such use or otherwise prohibit such unrelated uses.

## **HOW DO YOU ACCESS AND/OR MODIFY YOUR INFORMATION OR CHOICES?**

If you visit our Web sites and volunteer personally identifiable information, you may modify or update such information at any time by visiting the "Edit My Profile" section located on the member login page. You should be aware, however, that it is not always possible to completely remove or modify information in our databases. In addition, please be aware that your ability to opt out from receiving marketing and promotional materials does not change our right to contact you regarding your use of our Web sites.

## **PRIVACY PROTECTIONS FOR CHILDREN USING THE INTERNET**

Protecting children's privacy is important to us. For that reason, we do not collect or maintain information on our Web sites from those we actually know are under the age of 13, nor is any part of our Web sites targeted to attract anyone under 13. We request that all visitors to our Web sites who are under 13 not disclose or provide any personally identifiable information. If we discover that a child under 13 has provided us with personally identifiable information, we will delete that child's personally identifiable information from our records.

## **DATA SECURITY**

We take reasonable steps to maintain the security of the personally identifiable information that we collect, including limiting the number of people who have physical access to our database servers, as well as installing electronic security systems that guard against unauthorized access. However, no data transmission over the Internet can be

guaranteed to be completely secure. Accordingly, we cannot ensure or warrant the security of any information that you transmit to us, so you do so at your own risk.

### **CONSENT TO TRANSFER**

This Web site is operated in the United States. If you are located outside of the United States, please be aware that any information you provide to us will be transferred to the United States. By using our Web sites, participating in any of our services, and/or providing us with your information, you consent to this transfer.

### **LINKS**

These Web sites contain links to third-party sites. Please be aware that we are not responsible for the privacy practices of any third-party sites. We encourage our users to read the privacy statement of each and every Web site that collects personally identifiable information. This Privacy Statement applies solely to information collected by these Web sites.