

FSP Privacy and Confidentiality Policy

The Florida Society of Pathologists ("FSP") respects your privacy. All personal information that is provided to the FSP is stored in a secure database and is restricted to designated FSP staff who have a "need to know" such information. The FSP will not disclose, give, sell, or transfer your personal information to any other company or organization for any purpose, except in the course of providing FSP services to you or unless required by law.

Marketing

The FSP may use your personal information, such as your e-mail address, to inform you of upcoming events or new services offered by the FSP which we believe may be of interest to you based on the information you have provided us. We send three distinct categories of e-mails: FSP marketing e-mails, for upcoming events, contain our contact information at the bottom of the message. Confirmation e-mails are automatically generated as a result of an activity registration or self-study materials order, and will be sent regardless of opt-out status. Reminder e-mails are only sent to CME/CE activity registrants who have not previously opted out of our marketing e-mails. You may request at any time that we change or remove your information by sending an e-mail to contact@flpath.org.

Security

For the purposes of website security and to ensure that our service remains available to all users, the FSP utilizes certain software programs to monitor website traffic and to identify unauthorized attempts to upload or change information on our website or to otherwise damage it. The FSP may use information from these sources to help identify an individual if required for law enforcement purposes or otherwise by law.

Data

We may collect the following categories of information for the purposes explained below.

- Website activity: This is data about your browsing activity on the FSP website. For example, which pages you visited and when, and what items you placed into your online shopping cart.
- Device and browser information: This is technical information about the device or browser you use to access the FSP website. For example, your device's IP address, cookie string data and (in the case of mobile devices) your device type and mobile device's unique identifier such as the Apple IDFA or Android Advertising ID.
- Ad data: This is data about the online ads we have served (or attempted to serve) to you. It includes things like how many times an ad has been served to you, what page the ad appeared on, and whether you clicked on or otherwise interacted with the ad.
- Data from Advertising Partners: This is data that we receive from other digital advertising companies that we work with ("Advertising Partners") to help us deliver ads to you and recognize you across browsers and devices. This may include pseudonymous advertiser identifiers that some Advertisers or other third party ad platforms choose to share with us, such as your "Customer ID" with an Advertiser or an identifier associated with a hashed (not readable) version of your email address. We may work with these Advertising Partners to synchronize their unique, anonymous identifiers to our own to enhance data points about a particular unique browser or device.
- Email and Postal Addresses from Advertisers: Some Advertisers choose to share actual email addresses and postal addresses about their customers with us, so that (with the help of Advertising Partners) we can help the Advertiser serve targeted ads to customers. Also,

we may assist an Advertiser with sending emails to customers (for instance, if the Advertiser is using our SendRoll service). We use the Advertiser's supplied e-mail and postal addresses for the purpose of assisting that particular Advertiser.

- Hashed email addresses: We may collect hashed versions of the emails that are entered on FSP site. These hashed emails are used as an additional identifier to help us better target ads for Advertisers, including across multiple devices or browsers.
- We use this data to help our Advertisers identify and serve ads to you that are more relevant to you. We also use this data to operate, improve and enhance our services including enhancing the data points we or our Advertising Partners have about a particular user, browser, or device, or to target, optimize, cap, or synchronize advertising.

Data Sharing

We may disclose information about you:

- With an Advertiser whose site you have visited: We may share information about how you have interacted with the FSP site or its Ads.
- With our service providers: We contract with companies who help with parts of our business operations. We require that our service providers only use your information in connection with the services they perform for us.
- With service providers to our Advertisers: Our Advertisers may contract with companies who handle data (such as Advertisers' customer lists) for them.
- With our subsidiaries and related companies
- In connection with legal proceedings: When we are under a legal obligation to do so, for example to comply with a binding order of a court, or where disclosure is necessary to exercise, establish or defend the legal rights of FSP, our Advertisers or any other third party.
- In connection with a sale of our business: If a third party acquires some or all of our business or assets, we may disclose your information in connection with the sale.

We also share hashed email addresses (or other identifiers associated with those hashes), technical data that we collect about your browsing habits and your device (such as data relating to our cookies, tracking pixels and similar technologies) with other advertising companies in the digital advertising ecosystem. This enables them and us to better target ads to you.

Finally, we may disclose aggregated, anonymized information with other third parties.

Cookies

The FSP website uses cookies as a means of recognizing its visitors to improve their experience on its website. For example, the use of cookies allows you to register more quickly, and allows us to restrict access of certain portions of our website only to authorized users. We highly recommend that you set your web browser to accept cookies from flpath.org to optimize this website's performance.

Opt-Out

We recognize how important your online privacy is to you, so we offer the following options for controlling the targeted ads you receive and how we use your data:

- You can opt out of receiving targeted ads served by us or on our behalf by clicking on the blue icon that typically appears in the corner of the ads we serve or by clicking [here](#). Please note that, if you delete your cookies or upgrade your browser after having opted out, you will need to opt out again. Further, if you use multiple browsers or devices you will need to execute this opt out on each browser or device. If you opt-out, we may collect some data about your online activity for operational purposes (such as fraud prevention) but it won't be used by us for targeting ads to you.

- You may use the Network Advertising Initiative (NAI) opt out tool [here](#), which will allow you to opt out of seeing targeted ads from us and from other NAI approved member companies.
- You may opt out of receiving targeted ads from other companies that perform ad targeting services, including some that our vendors may work with as Advertising Partners via the Digital Advertising Alliance (DAA) website [here](#).
- You may opt out of receiving targeted ads from other companies that perform ad targeting services, including some that we may work with as Advertising Partners via the Digital Advertising Alliance of Canada (DAAC) website [here](#).
- Please note that when using the ad industry opt-out tools described above:
 - If you opt-out we may still collect some data about your online activity for operational purposes (such as fraud prevention) but it won't be used by us for the purpose of targeting ads to you.
 - If you use multiple browsers or devices you may need to execute this opt out on each browser or device.
 - Other ad companies' opt-outs may function differently than our opt-out.
- You can opt-out of our tracking your online activity for targeted advertising purposes (Do Not Track): We respond to "do not track" or "DNT" signals sent from your browser. If the website of one of our Advertisers receives a DNT signal, during that visit, we will not link data we collect to your browser identifier so that new data collected about you will not be used by us for targeted advertising purposes, but older data collected about you may still be used.
- To opt out of receiving targeted ads that are based on your behavior across different mobile applications follow the below instructions, for iOS and Android devices:
- iOS 7 or Higher: Go to your Settings > Select Privacy > Select Advertising > Enable the "Limit Ad Tracking" setting
- For Android devices with OS 2.2 or higher and Google Play Services version 4.0 or higher: Open your Google Settings app > Ads > Enable "Opt out of interest-based advertising"

Opting out will not prevent you from seeing ads, but those ads will likely be less relevant because they won't be tailored to your interests. The ads might, for instance, be randomly generated or based on the web page you are visiting.

ACCME Compliance

This Privacy and Confidentiality Policy complies with Accreditation Council for Continuing Medical Education ("ACCME") Policy 2002-A-11 as well as other continuing education accreditation requirements.

Links to Other Websites

This FSP website has links to the websites of other organizations. You are encouraged to review the privacy and confidentiality policies of those other websites, as they may be different from this Privacy and Confidentiality Policy.

Contact Information

If you have any questions about this Privacy and Confidentiality Policy, please contact FSP Webmaster, at contact@flpath.org.