



NYSVMS WEBSITE PRIVACY POLICY

Your Privacy Rights

Effective Date: **June 16, 2016**

The New York State Veterinary Medical Society, Inc. and its affiliates (“NYSVMS,” “we,” and “us”) recognize the importance of protecting the privacy of information we may receive from visitors to our website including, without limitation, any resource containing the URL nysvms.org (the “NYSVMS Website”) (the “Website”). This Website Privacy Policy (“Privacy Policy”) describes how we may collect and use information about users of our Website.

This Privacy Policy applies only to information collected through the Website. It does not apply to any information we collect through other means.

If you do not wish NYSVMS to use or process your information in accordance with this Privacy Policy, do not use the Website or submit any Personal Information (defined below) to us.

Changes to this Privacy Policy are discussed at the end of this document. Each time you use the Website, however, the current version of this Privacy Policy will apply. Accordingly, each time you use the Website you should check the date of this Privacy Policy and review any changes since the last time you used the site.

Information Collected Through the Website

Personal Information

"Personal Information" means information that we can use to identify or contact you. Examples of Personal Information include:

- name
- e-mail address
- telephone number
- e-mail address
- credit card number
- driver's license or passport number

Personal Information does not include information that is encoded or anonymized, or publicly available information that has not been combined with Non-Public Personal Information.

When you visit our Website, we do not collect Personal Information about you unless you voluntarily provide Personal Information to us. There are several ways you may voluntarily submit Personal Information on or through the website, such as:

- registering to use limited or members-only areas of the Website
- sending an e-mail inquiry to us
- submitting information through the “Contact Us” link

- signing up for newsletters or alerts
- completing a survey.

We will collect and retain certain Personal Information from you when needed to process your transactions (including payment of membership dues, event registration, and other purchases of goods and services). The type of information will vary depending on the nature of the transaction. NYSVMS may also invite you to submit personal stories that may be shared on the Website, which stories may involve Personal Information.

You do not have to provide us with Personal Information if you do not want to; however, not doing so may limit your ability to use certain functions of this Website or to request certain services or information. NYSVMS does not request or collect personal health or medical information on or through the Website, other than when you voluntarily provide it as part of a story you submit

Non-Personal Information

“Non-Personal Information” means information that does not permit us to specifically identify you by your full name or similar unique identifying information. Non-personal Information may include, but is not limited to:

- the name of the domain and host from which you access the Website
- the Internet protocol address used to access the Website
- the date and time you access the Website

NYSVMS may use "cookie" technology and similar technology to gather Non-Personal Information from our Website visitors such as which pages are used and how often they are used, and to enable certain features on this Website. You may disable these cookies and similar items by adjusting your browser preferences on your computer at any time; however, this may limit your ability to take advantage of all the features on this Website.

Some examples of the way we may use cookies include:

- Tracking resources and data accessed on the site.
- Recording general site statistics and activity.
- Assisting users experiencing Website problems.
- Enabling certain functions and tools on this Website.

We may collect other forms of Non-Personal Information such as what web browsers are used to read our Website and what websites are referring traffic or linking to our Website. Aggregate and de-identified data regarding website users is also considered Non-Personal Information.

We may also offer interactive polls to users so they can easily share their opinions with other users and see what our audience thinks about important issues. Opinions or other responses to polls are aggregated and are not identifiable to any particular user. NYSVMS may use a system to “tag” users after they have voted, so they can vote only once on a particular question. This tag is not correlated with information about individual users.

NYSVMS does not collect information about your online activities over time and across third-party websites or online services. At this time, NYSVMS does not respond to Web browser “do

not track” signals or other mechanisms that provide consumers a choice regarding the collection of information about an individual consumer’s online activities over time and across different Web sites or online services. We do not facilitate third-party collection of information about your online activities over time and across different websites when you use the Website.

Use of Information Collected Via the Website

We may use information collected through the Website for a number of purposes such as:

- To respond to an email or particular request from you.
- To personalize the Website for you.
- To process an application as requested by you.
- To administer surveys and promotions.
- To provide you with information that we believe may be useful to you.
- To perform analytics and to improve our products, Websites, and advertising.
- To comply with applicable laws, regulations, and legal process.
- To protect someone's health, safety, or welfare.
- To protect our rights, the rights of affiliates or related third parties, or take appropriate legal action, such as to enforce our Terms of Use.
- To keep a record of our transactions and communications.
- As otherwise necessary or useful for us to conduct our business, so long as such use is permitted by law.

We may use Personal Information to contact you through any contact information you provide through this Website, including any email address, telephone number, cell phone number, text message number, or fax number.

How Will Information Be Shared

Personal Information

We may share or disclose your Personal Information with third parties as outlined below and as otherwise permitted by law.

We may share or publicly disclose your Personal Information with your consent. For example, by sharing a personal story or likeness with NYSVMS for use on its website, you grant NYSVMS the right, but not the obligation, to use and publish such information on the Website and in other forums. By sharing your story with us, you are also waiving any rights that you may have under federal or state privacy laws and consenting to the disclosure of your Personal Information. In addition, you are waiving any right you may have to compensation from us for the use of your story and likeness by NYSVMS. Please note that any information and materials you post or disclose through the Website may become public information and may be available to visitors to the Website and to the general public. We urge you to be very careful when deciding to disclose your Personal Information, or any other information, on the Site. NYSVMS also reserves the right not to publish all stories that are submitted to the Website.

We share and give access to Personal Information to our employees and agents in the course of operating our businesses. For example, if you sent us an e-mail asking a question, we would provide your e-mail address to one of our employees or agents, along with your question, so that person can reply to your e-mail. We may share Personal Information with other affiliates or business units of NYSVMS.

We may share and give access to Personal Information with other companies that we hire to perform services on our behalf or with whom we collaborate. For example, we may hire an outside company to help us send and manage e-mail messages, and in that case we might provide the outside company with your e-mail address and certain other information in order for them to send you an e-mail message on our behalf. Similarly, we may hire outside companies to host or operate some of our websites and related computers and software applications.

In general, NYSVMS contractually prohibits its contractors, affiliates, vendors and suppliers from disclosing Personal Information received from NYSVMS, other than in accordance with this Privacy Policy.

Third parties are under no obligation to comply with this Privacy Policy, however, with respect to Personal Information that users provide directly to those third parties or that those third parties collect for themselves. NYSVMS neither owns nor controls the third-party websites accessible through the Website. Thus, this Privacy Policy does not apply to information provided to or gathered by the third parties that operate them. Before visiting a third-party, whether by means of a link on the Website or otherwise, and before providing any Personally Information to any third party, users should inform themselves of the privacy policies and practices (if any) of the third party responsible for that website, and should take those steps necessary to, in those users' discretion, protect their privacy.

NYSVMS may share member information, including postal address, to certain third parties. We provide our membership list to our affinity partners for the purpose of distributing information materials to members about the member benefit program. We may also provide our membership list when necessary for our own operations, such as to the service that mails our member magazine for us, or for use by regional officers in contacting members in their specific region. We never rent or sell our membership list to other associations or organizations or to vendors that are not affinity partners.

We may share Personal Information if all or part of NYSVMS is sold, merged, dissolved, acquired, or in a similar transaction.

We may share Personal Information in response to a court order, subpoena, search warrant, law or regulation. We may cooperate with law enforcement authorities in investigating and prosecuting website visitors who violate our rules, or engage in behavior that is harmful to other visitors, or is illegal.

Non-Personal Information

Because Non-Personal Information does not identify who you are, we do not limit the ways we may use or share Non-Personal Information. For example, we may share Non-Personal Information with our affiliates, suppliers, employees and agents, other businesses, and the government.

Visiting Our Website from Outside the United States

This Privacy Policy is intended to cover collection of information on our Website from residents of the United States. If you are visiting our Website from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States where our servers are located and our central database is operated. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country.

By using our site, you expressly consent to the transfer of your information to our facilities and those third parties with whom it may be shared, as described in this Privacy Policy.

Security

Unfortunately, no transmission over the Internet can be guaranteed as totally secure. Although we employ security measures that we believe are reasonably appropriate to protect your Personal Information, we cannot and do not guarantee that our security precautions will protect against the loss or misuse of your Personal Information. Similarly, we cannot and do not guarantee the privacy of Personal Information you transmit over the Internet or that may be collected in transit by others, including contractors that provide services to us. Any such transmission is at your own risk.

Emails NYSVMS May Send to You

NYSVMS may send e-mail communications to you regarding general topics about us and veterinary practice, information marketing other products or services offered by us, and other communications on a periodic basis. To opt-out of any specific electronic communication you're receiving, click on the opt-out button associated with the specific communication or email us at staff@nysvms.org with "Email Opt-out Request" as the subject heading.

Children Under 13

The Website is not designed or intended to attract children under the age of 13. We will not intentionally collect any Personal Information from children under the age of 13 through this Website. If you think that we have collected Personal Information from a child under the age of 13 through this Website, please contact us.

California Privacy Rights

California law allows California residents to request certain information regarding our disclosures in the prior calendar year, if any, of their personally identifiable information to third parties. To make such a request, please contact us at staff@nysvms.org with "Request for Privacy Information" in the letter subject line.

We will attempt to provide you with the requested information within thirty days of receiving your request. We reserve our right not to respond to requests sent more than once in a calendar year, or requests submitted to an address other than the one posted in this notice. Please note that the California Shine the Light law does not cover all information sharing. Our disclosure only includes information covered by the law.

Contact us

To contact us regarding this policy and our related privacy practices, please contact us at:

*Executive Director
The New York State Veterinary Medical Society, Inc.
100 Great Oaks Blvd., Suite 127
Albany, NY 12203*

Revisions to the Privacy Policy

The Internet and the benefits it offers are evolving rapidly, as are the ways in which people use the Internet and the laws surrounding such use. NYSVMS therefore reserves the right to update and revise this Privacy Policy at any time. You can determine if this Privacy Policy has been revised since your last visit by referring to the "Effective Date" at the top of this page. Your

continued use of our Website after a modification constitutes your acceptance of the terms of the Privacy Policy as amended or revised by us, and you should therefore review this Privacy Policy regularly to ensure that you are aware of its terms.