



## The Pediatric Endocrinology Nursing Society Privacy Policy

The Pediatric Endocrinology Nursing Society (PENS) respects the privacy of its members and other visitors to its website. PENS strongly believes that if electronic commerce and online activities are to flourish, consumers must be assured that information provided online is used responsibly and appropriately. To protect online privacy, PENS has implemented the following policy:

### **What Information Does PENS Collect?**

Most data PENS collects is used only to help us better serve our members. It is PENS' general policy to collect and store only personal information that our members and visitors knowingly provide. If our privacy policies change, we will notify all users by email or a special announcement placed on the website.

**From General Users.** PENS does not collect any personal information from users browsing its website. Only aggregate data—such as the number of hits per page—are collected. Aggregate data is only used for internal and marketing purposes and does not provide any personally identifying information.

### **From PENS' Members, Conference and Educational Workshop Registrants, and Other Consumers.**

To gain access to online registration for meetings and other educational events, paying annual dues online, and other miscellaneous activity, users may be asked to register and provide some limited information. This information is submitted voluntarily. PENS asks users to provide their name, membership ID number, company name, business phone and email address. For emails sent in HTML format by PENS through electronic newsletters and other communications, we will collect specific information regarding what the recipient does with that email. For those emails, PENS will monitor whether a recipient subsequently clicks through to links provided in the message. PENS only uses this information to enhance its services and distribution of those services and benefits to its members and other stakeholders. This information is not sold or distributed in any other manner.

### **How Does PENS Use Data Collected?**

PENS uses information voluntarily submitted by members and other consumers in the following ways:

**PENS Member Services and Products.** Generally, PENS and its direct subsidiaries use data collected to improve its own web content, to respond to visitors' interests, needs and preferences, and to develop new services.

**Disclosures to Third Parties.** PENS also makes member contact information available through the PENS Membership Directory to other members using the PENS web site and to those who register for PENS conferences. Members have the option of being excluded from the membership directory. In addition, PENS incorporates information users provide into mailing lists that it sells to requesters. On occasion, PENS may also provide limited data to third parties that offer products and services. These limited data include names, job titles, companies and business addresses and email addresses, but do not include personal or business phone numbers and business fax numbers. Users may request PENS refrain from disclosing the data it collects to third parties on the membership application form, conference registration form or any other form on which they are providing information; an opt-out box will appear on each form on which a user provides information. Alternatively, users may contact PENS at [pens@goAMP.com](mailto:pens@goAMP.com) or 913.895.4628 to express their preferences if they determine later that they do not wish to have the information shared.