

# Privacy Policy

Any websites (website) managed by McVeigh Associates, Ltd. , including any services and features available on or through these sites are managed by McVeigh Associates, Ltd (McVeigh). McVeigh is referred to in this Privacy Policy as “we,” “us,” “our,” or other similar pronouns.

## U.S. - EU Safe Harbor Privacy Statement

For personal information of employees, consumers, healthcare professionals, medical research subjects and investigators, customers, investors, and government officials that we receive from the European Economic Area, we have committed to handling such personal information in accordance with the Safe Harbor Principles. Our Safe Harbor certification can be found at <http://web.ita.doc.gov/safeharbor/shlist.nsf/webPages/safe+harbor+list>. For more information about the Safe Harbor Principles, please visit the U.S. Department of Commerce’s Website at <http://export.gov/safeharbor/>.

This privacy policy (“Privacy Policy”) covers McVeigh’s privacy practices with respect to “Personally Identifiable Information” (as further defined below) that is transmitted electronically to or collected by McVeigh and addresses the following items:

- How McVeigh collects and uses Personally Identifiable Information.
- With whom McVeigh may share Personally Identifiable Information.
- The choices available to you regarding collection, use and sharing of Personally Identifiable Information.
- The security procedures that McVeigh has in place for Personally Identifiable Information under our control.

By visiting this Registration Website, and/or using the Website’s services, you agree to the terms of this Privacy Policy as they may be amended from time to time. As we update and expand our services, this Privacy Policy may change.

## Collection and Use

McVeigh does not collect any Personally Identifiable Information from you except when you expressly volunteer the information. This includes when you:

- Register for a meeting, program and/or seminar, become a Member, purchase or secure a McVeigh product or service.
- Use or participate in various services or features made available on the Website
- Use various tools to select McVeigh products and services that are suitable for your Website visit.
- Request contact with a McVeigh meeting planner.
- Provide McVeigh with comments, questions or feedback about McVeigh products and services or your Registration Website experience.

“Personally Identifiable Information” includes, for example, your name; home or business address; e-mail address; telephone, wireless and/or fax number; short message service or text message address or other wireless device address; instant messaging address; credit card and other payment information; employment information and work experience; demographic information and/or other information that may identify you as an individual or allow online or offline contact with you as an individual.

McVeigh will not sell, share, or rent Personally Identifiable Information other than as disclosed below in the “Sharing Personally Identifiable Information” section of this Privacy Policy. McVeigh does not sell, share with or rent to others e-mail addresses solely for the purpose of third party marketing, other than as disclosed below in the “Sharing Personally Identifiable Information” section of this Privacy Policy.

Among other things, we may use your Personally Identifiable Information to respond to your requests and inquiries and to provide you with the services and features offered to your and or our client’s. We may also use your Personally Identifiable Information to communicate timely information and special offers (for example, in the form of e-mails, mailings, and the like) about products, services, companies and events, sponsored by us and others, that we think might interest you. **You may choose not to receive such information by e-mailing [info@McVeigh.com](mailto:info@McVeigh.com) or by calling McVeigh Customer Service at 1-631-789-8833.** Please understand that if you choose not to receive promotional correspondence from us, we may still contact you in connection with your relationship, activities, transactions and communications with us.

If you register for a seminar or pay for products and services using a credit card, Personally Identifiable Information (such as your name and shipping address) and financial information (such as your credit card number and expiration date) may be required. This information may be used for billing purposes and to fill orders. If we have trouble processing an order, this contact information may be used to get in touch with you. Personally Identifiable Information also may be collected when you apply for a position with McVeigh or a program sponsored by McVeigh. In these cases, Personally Identifiable Information is used only for the purpose of processing and evaluating the application.

The Personally Identifiable Information you give us or our client’s and information about you may be combined with other Personally Identifiable Information (such as demographic information and past history) available from our records and other sources (including, without limitation, our master database). This information may be used to make our future meeting planning efforts more efficient and will help us to improve the operations and maintenance of our business.

### **Webcasts, Online “Meetings” and Similar Services**

Users may be able to access or participate in Webcasts, online “meetings” or similar services through our registration websites. In some cases, users may be able to register for such webcasts and services directly with our provider, and any such Personally Identifiable Information collected by our technology provider in connection with such registration and such user’s participation in the services thereafter may be shared with McVeigh, and will also

be subject to their privacy policy. In other cases, some users may be able to access webcasts, online “meetings” or similar services hosted by registering with McVeigh, and in such situations, any Personally Identifiable Information that may be disclosed during participation in such services would be collected by the web-casting company on McVeigh’s behalf, but would be treated in accordance with this Privacy Policy.

### **Sharing Personally Identifiable Information**

McVeigh may share Personally Identifiable Information collected electronically through its Registration Websites or directly from their clients’ in the following ways:

- McVeigh or McVeigh partners may use card processing companies to bill for the services purchased through McVeigh
- From time to time, McVeigh works with business partners, service providers and sponsors to provide specific services, such as jointly developed and marketed services. When you sign up for or utilize such services, we will share Personally Identifiable Information necessary for the partner/sponsor to provide these services to you.
- We may use or disclose Personally Identifiable Information in order to investigate any claim or suspicion of a violation, to assist with law enforcement investigations, or as otherwise required by law.

### **Website Usage information—Not Linked to Personally Identifiable Information**

#### **Cookies**

A cookie is a piece of data that is stored on a visitor’s hard drive. These cookies do not identify, monitor or track any Personally Identifiable Information. If a visitor rejects the cookie, the visitor may be limited in some areas of the Website. Most Web browsers can be set to inform you when a cookie has been sent to you and provide you with the opportunity to refuse that cookie. You should consult your Web browser to choose the appropriate setting to accept or reject cookies.

#### **Clear GIFs**

We may use “clear GIFs” (aka “Web beacons” or “pixel tags”) or similar technologies in the Website and/or in our communications with you. A clear GIF is typically a one-pixel, transparent image (although it can be a visible image as well), located on a Web page or in an e-mail or other type of message, which is retrieved from a remote site on the Internet enabling the verification of an individual’s viewing or receipt of a Web page or message.

#### **Links**

McVeigh’s Website contains links to other sites. Some links are to sites of McVeigh’s partners that offer McVeigh customers and Members a variety of special products and services. Please be aware that McVeigh is not responsible for the content, security or privacy practices on or of such other sites. We trust that you are aware when you leave the McVeigh



Website, and we encourage you to read the privacy statements of each site to which ours is linked.

## **Security**

McVeigh takes reasonable precautions to protect Personally Identifiable Information submitted to McVeigh via its Registration Website or by its clients. PII data in our care, will be safe from intrusion by others, such as hackers. Certain sensitive Personally Identifiable Information is encrypted and protected using encryption technologies.

You may be able to create a registration account/profile on our Websites with a username and password. If so, you are responsible for maintaining the strict confidentiality and security of your account password, and you are responsible for any access to or use of the Website through your password or account, whether or not such access or use has been authorized by or on behalf of you, and whether or not such person or entity is your employee or agent. You agree to (a) immediately notify McVeigh of any unauthorized use of your password or account or any other breach of security and (b) ensure that you exit from your account at the end of each session. When you desire to cancel your account on this Website, it is your responsibility to notify McVeigh. We will not be responsible or liable for any loss arising from your failure to comply with this provision.

In the unlikely event that we believe that the security of your Personally Identifiable Information in our possession or control may have been compromised, we may seek to notify you of that development. If a notification is appropriate, we would try to do so as promptly as possible under the circumstances, and, if we have your e-mail address, we may notify you by e-mail.

If you have any questions about privacy at the McVeigh Website, please send an e-mail to [info@McVeigh.com](mailto:info@McVeigh.com).