

Privacy Policy

The American Society for Clinical Pathology (ASCP) respects your privacy and is committed to protecting it at all times. This online privacy statement explains how the ASCP collects, uses and safeguards information on its website and through its digital products. This Internet Privacy Statement applies **only** to information collected by ASCP through its website and digital products.

Changes to the Internet Privacy Statement

As our organization, membership and benefits change from time to time, this Internet Privacy Statement is expected to change as well. We reserve the right to amend the Internet Privacy Statement at any time, for any reason. We will post a notice that this Internet Privacy Statement has been amended by revising the "Last updated" date at the bottom of this page.

What information we collect and how we use it

Information we collect -- When you browse www.ASCP.org, www.AJCP.com, www.LabMedicine.com, and/or ASCP's digital products and do not interact with the site for any online service or product from ASCP, you browse anonymously. Personally identifiable information--such as your name, address, phone number and email address--is not collected as you browse.

When you become a registered user on our site(s), or choose to interact with our site(s) in other ways, such as subscribing to ASCP publications, purchasing ASCP products, applying for ASCP membership, participating in online surveys, submitting questions or comments or requesting information or materials, we will collect certain personal information from you. The type of personal information collected will vary but may include name, address, phone number, birth date, billing and delivery information, email address, credit card information and other demographic information. We do not collect Social Security numbers via an ASCP website. The type of product or service that you seek will determine the personal information that is collected. For a listing of the exact type of personal information that will be collected from you, please refer to the appropriate online form.

Tracking activity on our website We track how our site(s) and digital products are used by both anonymous visitors and visitors who interact with the site. One way we track is by using "cookies." A *cookie* is a small file or string of text on the site user's computer that is used to aid Web navigation. Two types of cookies are commonly used. A *session cookie* is created by a website when that website is accessed; that type of cookie is automatically deleted by closing the Web browser. A *persistent cookie* is a cookie that is stored on the hard drive of the user's computer for a period of time chosen by the website that set the cookie, usually for a number of years, unless the user deletes it manually. This policy distinguishes between *short-lived cookies* and *long-lasting cookies*. *Short-lived cookies* include all session cookies and those persistent cookies that are set to be stored for no more than one week. ASCP-related websites may at times require users to accept short-lived cookies in order for the websites to function properly. *Long-lasting cookies* may be used on the site(s) to track visitor practices to help determine which site features and services are most important and guide editorial direction. Other long-lasting cookies may make it possible for the user to access the site(s) without requiring entry of a user name or password, allow the user to view different restricted areas of the site without reregistering, allow the user to personalize the site for future use and provide other features and benefits. Users who do not desire the functionality created by the long-lasting cookie can disable the long-lasting cookie function by disabling the long-lasting cookie function on their Web browser

Cookies are required for the Members-Only and e-commerce sections of the website. Cookies are essential for site administration and security. Another way we track site activity is by using transparent electronic images called "clear GIFs," "Web bugs," or "Web beacons" on this site's Web pages. These images count the number of users who visit that page from specific banner ads outside ASCP websites or through email links. A similar image, sometimes called a "spotlight tag," is used on these sites' Web pages where transactions take place. The spotlight tag collects numeric information, such as the dollar amount of an online purchase, to help us understand usage of the site. We do not use any of these electronic images to collect personally identifiable information.

How we use personal information -- Once collected, we may use your personal information (except for email address, which is outlined below) for the following purposes:

Register you for programs and services you have requested

Process, fulfill, and follow up on your orders or membership application

Answer your emails or on-line requests

Send information you request

Send and process surveys

Ensure ASCP site(s) is(are) relevant to your needs

Deliver ASCP services such as journals electronic newsletters, meetings, or events

Notify you about new products/services special offers, upgrades and other related information from ASCP and other approved third parties

How we use your email address --ASCP may send "transactional or relational email messages" to members with whom we already have a relationship.

We do share, sell, trade, exchange or rent your email address to vendors for them to market their products or services to you unless you opt out of this program. **You may do so by logging into your account at ASCP.org, choosing the "Profiles and Settings" option, which will take you to the "Privacy" "Communications" tabs to choose your email preferences.**

When we hire vendors to deliver emails to you on our behalf, they are under agreement and limited from using your email address for any other purpose.

When we send email to you, we may be able to identify information about your email address, such as whether you can view graphic-rich HTML email. If your email address is HTML-enabled, we may choose to send you graphic-rich HTML email messages.

These email messages may contain "clear GIFs" or "Web beacons" to measure the offer's effectiveness so we know how to serve you better. We do not collect personally identifiable information through "clear GIFs" or "Web beacons."

You may opt out of email by logging into your account at ASCP.org, choosing the "Profiles and Settings" option, which will take you to the "Privacy" "Communications" tabs to choose your email preferences.

With whom we may share information -- ASCP may share personal information with our business partners in order to provide them an opportunity to offer products or services that may be of interest to you. ASCP also occasionally hires other companies to provide limited services on our behalf including, but not limited to, packaging, mailing and delivering purchases, answering customer questions about products or services, consulting services, data modeling, printing, sending postal mail and processing event registration. We will only provide those companies the information they need to deliver the service. They are prohibited from using that information for any other purpose.

ASCP may disclose your personal information if required to do so by law or in the good-faith belief that such action is necessary to: (a) conform to legal requirements or comply with legal process served on ASCP; (b) protect and defend the rights or property of ASCP; or (c) protect the personal safety of ASCP personnel or members of the public in urgent circumstances.

Banner advertisements on our website -- Online advertisements on ASCP's websites do not collect any personally identifiable information on individual visitors. ASCP does collect nonmedical aggregate data on visitors such as time of day and Web browser type. Such information may be shared with advertisers to determine their advertising effectiveness.

Children under 13 -- We do not knowingly solicit data online from or market online to children under the age of 13.

Information security -- ASCP implements security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data. We restrict access to personal information to ASCP's business partners who may need to know that information in order to operate, develop or improve our services. These individuals are bound by confidentiality obligations and may be subject to discipline, including termination and criminal prosecution, if they fail to meet these obligations.

How we safeguard information

Site security features

SSL technology and how you benefit from it -- ASCP realizes the importance of security, so we've taken a number of steps to enhance the protection of information sent to or from ASCP over the Internet. First, we require that a "secure session" be

established, using Secure Socket Layer (SSL) technology. This is done any time you supply or access information in one of our secure online areas.

SSL technology creates a private conversation that only your computer and ASCP systems can understand. The SSL technology encodes information as it is being sent over the Internet between your computer and ASCP systems, helping to ensure that the transmitted information remains confidential.

User ID and password -- Many areas of the site(s) require the use of a user ID and password as an additional security measure that helps protect your information. This allows ASCP to verify who you are, thereby allowing you access to premium or subscription-based features and/or your account information and preventing unauthorized access.

When you have finished using a secure area of ASCP's website(s), make sure you always click on the "Log Out" link which appears on every secure page. When you click on the "Log Out" link, you will be given the option to end your secure session. No further secure transactions can be conducted without re-entering your user ID and password. You should be aware that browser software often "caches" a page as you look at it, meaning that some pages are saved in your computer's temporary memory. Therefore, you may find that clicking on your "Back" button shows you a saved version of a previously viewed page. Caching in no way affects the security of your confidential user ID or password.

No guarantee -- Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. Accordingly, and despite our efforts, ASCP cannot guarantee or warrant the security of any information you transmit to us, or to or from our online products or services.

Linking to other Internet sites

You should be aware that other Internet sites that link to the ASCP site(s) or to an ASCP email may contain privacy provisions that differ from the provisions of this Internet Privacy Statement. To ensure your privacy is protected, we recommend that you review the privacy statements of other Internet sites you visit.

How you can access and change information

If you are a registered user of the ASCP website(s), subscriber to ASCP publications,

purchaser of ASCP products or an ASCP member, you may review and update/correct your information by using your user name and password or by contacting ASCP customer service at (800) 267-2727 or online at ASCP.org.

Website users and ASCP members may update or correct any information ASCP may have on file by going online at ASCP.org or may call (800) 267-2727. Updates or corrections to certain types of information (e.g. physician licensure, ASCP certification, continuing education and medical education, or training, etc.) will require independent verification prior to effectuating any (permanent) change to our files.

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