

This privacy policy discloses the practices and information collected by [www.eeds.com](http://www.eeds.com). It will define the following:

1. Notice of what personally identifiable information is collected through the website, how it is used, and with whom it may be shared.
2. What choices are available to the participants regarding the use of their data, and how the participant may correct any inaccuracies within this information.
3. The security procedures in place to protect the misuse of information.
4. Reparation if participants are concerned this policy is not being enforced.

### **Information Collection, Use, and Sharing**

We collect the following information from all participants and speakers: name, professional degree and specialty, and business office city/state for identification purposes. Optionally, participants may provide an email or phone number for contact and sign-in purposes. We only collect information that is voluntarily given via email, when registering to attend an activity, or registering for an eeds account to manage Continuing Education data. We will not sell or rent this personal information to others. We log all access to attendee information by Educational Providers. Educational Providers have access to this data to document attendance at educational events, and to award specific credit types to attendees.

Email addresses can be used as an identifier to sign-in to an activity and are used to send evaluations and/or outcome studies to the participants. If a participant chooses not to divulge their email address, they will not receive evaluations/outcome studies to complete and may risk not receiving full credit for their participation in an educational event. Alternative identifiers may be used to sign-in to educational activities and evaluations may be completed through the App, or Mobile Website without disclosing email or cellphone numbers. If the SMS method of sign-in is utilized, we must have the participant's cell phone number on file to properly identify them.

In order to claim educational attendance for Maintenance of Certification (MOC) Credit, the participant must disclose their month and day of birth. Without this information, they will not receive MOC credit (this is a requirement of the American Council on Continuing Medical Education).

Some education providers may upload files, such as course handouts or presentation slides, to eeds to share with participants. eeds forbids education providers from uploading any documents which contain financial, personally identifiable, or HIPAA-protected information. Any files violating this policy will be subject to immediate deletion. Violation of this policy by an education provider may result in account suspension.

### **Participants Access to and Control Over Information**

Participants may see what data we have about them in our system at any time by logging into their accounts. They may edit or delete any of the personal information they do not want to share. However, doing so may compromise being credited with future attendance and/or CME credit as described above.

### **Security**

We take significant precautions to protect personal information. All accounts are password protected requiring complex passwords to access. Passwords are transmitted using an encrypted connection and stored in a hashed (not clear text) format for protection.

We do not collect or store financial information (such as credit card data) on our site. That information is collected by the financial institutions on their website via an embedded iFrame in our website.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. All eeds employees sign a confidentiality agreement upon hire, and these agreements are reviewed annually. The computers/servers in which we store user information are kept in a secure environment – SOC level 2 Data Center.

### **Reparation**

If participants or Educational Providers feel that we are not abiding by this policy, they should contact us immediately via telephone at, 828-776-0894 or, via email at support.eeds.com. Our Privacy Officer, Chad Kroll, MBA will address the concern.

### **Links**

This website contains links to other sites. We are not responsible for the content or privacy practices of other such sites. We encourage our users to be aware when they leave our site, and to read the privacy statements of any other site that collects personally identifiable information.

### **Zoom Data Retention Policy**

eeds will store any Zoom related data required to manage and access your Zoom meetings upon request. eeds will store your data for a minimum of 6 years and will contact the education provider if any data is to be archived and inaccessible. Education providers have the capability to delete most Zoom information directly from your eeds account. If you request all data to be deleted, you can either uninstall the eeds Zoom app from the Zoom marketplace and request data deletion or contact a support representative at support@eeds.com.