

## **PRIVACY POLICY**

Welcome to [www.reviewofoptometry.com](http://www.reviewofoptometry.com). This site (the "Review of Optometry Site") is owned by Jobson Medical Information LLC ("JMI"), which publishes *Review of Optometry*<sup>®</sup>. JMI is a subsidiary of Jobson Healthcare Information LLC ("JHI"), which provides circulation, marketing, IT (tech) support services, and CE administration, processing and customer support services to JMI. This privacy policy ("this Privacy Policy") explains the practices of JMI and JHI ("we" or "us") regarding collection, use, and disclosure of personally identifying information that you may provide through the Review of Optometry Site.

### **Collection of personally identifying information**

- When you subscribe to *Review of Optometry*<sup>®</sup>, you will be taken to the site of our fulfillment house, Cambey & West, where you will be asked for your first and last name, title, company name, address, phone number, e-mail address and credit card.
- When you sign up to take CE activities on the Review of Optometry Site, you create a "CE learner profile" that includes your name (first, middle, last), address, phone, and e-mail, as well as the numbers, states and expiration dates of your licenses. We also ask you for a credit card, but when you provide that information, you will actually be redirected to the site of our third-party credit-card processor, authorize.net, whose privacy policy can be found here: <http://www.authorize.net/company/privacy/>.
- If you sign up for our Continuing Education E-Mail Newsletter, you will be asked for your first and last names, address, e-mail address, and cell phone number.
- When you sign up for a *Review of Optometry* conference, you will be taken to the site of our third-party registration service, Cvent ([www.cvent.com](http://www.cvent.com)), which will ask you for your first and last name, designation (e.g., "O.D."), title, company name, address, work phone number, cell number, e-mail address, medical license number and NPI number, and for your credit-card information.

### **Use of personally identifying information from subscriptions**

- JHI's fulfillment house stores all the personally identifying information that you enter on the online subscription form and makes your personally identifying information available to JHI to enable JHI to carry out its circulation and marketing activities, which include sending you renewal forms and, if you are a student, sending you the digital edition of *Review of Optometry*<sup>®</sup>.
- The fulfillment house will determine from the information on the online subscription form whether you qualify for a free subscription to *Review of Optometry*<sup>®</sup>. If it turns out that you do not qualify for a free subscription to *Review of Optometry*<sup>®</sup>, and you wish to pay for a subscription to *Review of Optometry*<sup>®</sup>, the fulfillment house will take your credit-card information and bill you for the subscription.

- JHI, either directly or through its fulfillment house, may use your e-mail address to send you (i) renewal subscription forms, (ii) newsletters published by JMI and/or its affiliates about developments and opportunities in the optical and ophthalmic industries, (iii) e-mails from JMI's Eyefind<sup>®</sup> service, and (iv) other advertisements and promotional messages for other optical products and services offered by JMI and by other companies.
- We also may use your email address to send you short surveys that ask your opinions on various topics related to the industry.

### **Use of personally identifying information from online CE activities**

- When you participate in a CE activity on the Review of Optometry Site, JHI will use your name and address to grade your post-activity test and to send you a print statement of credit for the CE activity if you so request.
- If you authorize us to use your e-mail address to send you information about CE programs and optometric and optical industry developments, JHI will use your e-mail address to send you JMI's CE Mail Newsletter.
- We also may use your email address to send you short surveys that ask your opinions on various topics related to the industry.

### **Use of personally identifying information from conference registrations**

- Cvent, JHI's conference administrator, will use your personally identifying information to register you for the *Review of Optometry*<sup>®</sup> event you signed up for and report your registration, including your personally identifying information, to us.
- Cvent will use your email address to communicate with you on our behalf about your registration and to send you e-mails on our behalf, from [reviewmeetings@jobson.com](mailto:reviewmeetings@jobson.com), about future *Review of Optometry*<sup>®</sup> and *Review of Ophthalmology*<sup>®</sup> meetings and events.
- We will use your street address to send you mailings on our behalf about future *Review of Optometry*<sup>®</sup> and *Review of Ophthalmology*<sup>®</sup> meetings and events.
- We also may send you information on behalf of JMI and its affiliates about CE activities and other healthcare-related goods and services that they offer.

### **Disclosure and sharing of personally identifying information collected on the Review of Optometry<sup>®</sup> Site**

- **Disclosure to service providers.** We may provide your personally identifying information and other information that we collect to third-party service providers, if any. Service providers' access to your personally identifying information is

limited to the information reasonably necessary for them to perform their limited functions. Disclosure to service providers includes the following situations:

- JHI may share your name and street address with (i) its direct mail vendors (who are engaged on a job-to-job basis), who may send you subscription renewal forms by mail, and (iii) JHI's list vendor, which may include your name and street address in lists that it markets and rents to third parties.
  - JHI, directly or through its fulfillment house, may forward your e-mail address to JHI's list vendor(s) and to its subsidiary Frames Data Inc. ("FDI") to use to send you e-mail promotional messages for other products and services offered by other companies, or to another service provider to send you surveys that ask your opinion about topics in the industry.
  - If you provide your telephone number when you subscribe to *Review of Optometry*<sup>®</sup>, JHI may share it with (i) telemarketing companies (who are engaged on a job-by-job basis) who may use it to solicit renewals of your subscription, and (ii) JHI's list vendor, who may include the phone number along with your name and address in lists that it rents to third parties. You do not have to provide your telephone number to subscribe to *Review of Optometry*<sup>®</sup>.
  - If JHI uses a third-party company to grade your post-activity test and issue statements of CE credit, JHI will give your name and address to that company for that purpose only.
- **Disclosure to commercial supporters of CE activities.** On occasion, the commercial supporter of a CE activity (the "Grantor") will ask us for a list of the people who participated in that activity, so that it can comply with applicable laws or document the first level of outcomes-based evaluation in CE. In that case, we will provide the Grantor with your name, city and state.
  - **Disclosure for Sunshine reporting.** Both commercial supporters and promotional sponsors of CE activities and sponsors of solely promotional programs, may ask us for information that they need to comply with the federal "Sunshine Act." In response to such a request, we will provide your first, middle and last name, your city, state, ZIP code, medical license number, NPI number, email address, and phone number.
  - **Disclosure to third-party CE providers and education partners.** On occasion, the third-party provider or education partner of a CE activity on the Review of Optometry Site (the "Provider/Partner") will ask us for a list of the people who participated in a particular CE activity that the Provider/Partner prepared or accredited, for the Provider/Partner's record-keeping purposes only. In response to such a request, we will provide the Provider/Partner with the

name, street address, e-mail address, profession and specialty of each person who participated in that CE activity.

- **Disclosure to affiliates and others**

- If you provide your email address when you subscribe to *Review of Optometry*<sup>®</sup>, we may provide your e-mail address to JMI's subsidiary Frames Data Inc. ("FDI"), as well as to JMI's other affiliates.
- If you authorize us to use your e-mail address to send you information about CE programs and optometric and optical industry developments, JHI may provide your e-mail address to others in the optometric and optical fields who offer products and services that may be of use to you.
- On occasion, JHI, JMI or FDI may send a list that includes your e-mail address to a third-party agency, vendor, or client for a merge/purge operation.

- **Disclosure for legal reasons**

- We may disclose your personally identifiable information to protect the safety, rights, or property of the public, any person, JMI, JHI, or any of their affiliates; to investigate, prevent, or otherwise address suspected fraud, harassment or other violations of any law, rule or regulation or our Terms of Use (if any); to detect, prevent or otherwise address security or technical issues; or as we believe is required by law, regulation, or legal process.
- If JMI or JHI engages in a merger, acquisition, disposition, change of control, bankruptcy, dissolution, reorganization, or similar transaction or proceeding, or otherwise transfers the operations of the Review of Optometry Site that relates to your personally identifying information, JHI will transfer your personally identifying information to the successor entity.

- **Rights of California residents.** If you are a California resident, and you want to find out the names of any information brokers or any other third parties with whom we share your personally identifying information under California Privacy (Cal. Bus. & Prof. Code § 22575 et seq., send a request to [chiefprivacyofficer@jhihealth.com](mailto:chiefprivacyofficer@jhihealth.com), and within thirty (30) days, we will provide you with that information.

**Other kinds of identifying information collected.** There are various ways in which non-personally identifying information is or may be collected as a result of your visits to the Review of Optometry Site.

- **General**

- **Log files:** Log files are text files that a website automatically creates whenever someone accesses it. They record the requests made to the site's web server. Log files record information such as your browser type, IP address and referring website.
- **Cookies**
  - **Generally.** A cookie is a small data file that a website transfers to a user's hard drive when a user visits the website. A cookie file can contain information such as a unique ID that the website uses to track the pages visited, and is a standard method of registering website user preferences. These preferences are stored in a file on your computer's hard disk drive. Cookies make it easier for you to use a website by enabling you to access your information when you "sign in" to your account, to make purchases and move uninterrupted between site areas. Cookies also enable search engines (such as Google<sup>®</sup> and Yahoo<sup>®</sup>), advertisers, and others to track your visits to and through different websites.
  - **Specific.** We use Google<sup>®</sup> Analytics. Google tracks where you go on the Review of Optometry Site and combines that information with information that Google may have about you through your Google account (if you have one) and/or through your use of other websites that use Google Analytics. Google and its affiliates may use cookies to serve advertisements about goods and services of interest to you on the Review of Optometry Site and on other sites that you visit.
- **Web beacons**
  - A web beacon is an object embedded in a web page used to monitor the behavior of the user visiting the website. It usually consists of a single-pixel image that is used in combination with a cookie or cookies. A web beacon or pixel tag can be placed on a web page or in an email to transmit information.
  - If you visit the Review of Optometry Site from a third-party site, that site may use beacons to monitor your visit to the Review of Optometry Site. For example, the Facebook "like" button uses certain technologies together with cookies to track your online activity when you "like" online content. We do not have access to or control over beacons that third parties may be using and this Privacy Policy does not cover their privacy practices. We suggest you review the privacy and security policies of any site you are on so that you know whether this may happen.

## **Do Not Track signals**

- With some browsers, it is possible for a user to activate a "Do Not Track" signal, to indicate that the user does not want to be tracked across the Websites that the user visits.

- The Review of Optometry Site does not honor Do Not Track signals. In other words, if you have activated a Do Not Track signal in your own browser, the Review of Optometry Site will not block tracking by Google or its affiliates of your activity on the Review of Optometry Site.

### **Limiting the collection and use of information about your online activities**

- You can set your browser to accept all cookies, to reject cookies, or to notify you whenever a cookie is offered so that you can decide each time whether to accept it. Rejecting a cookie, however, may preclude you from using, or may negatively affect the display or function of, some sites, or certain areas or features of some sites. To learn more about cookies, including how to enable cookies, change your browser settings and find and delete cookies on your hard drive, please refer to your web browser's help menus or visit [www.allaboutcookies.org](http://www.allaboutcookies.org). There are also various apps that interfere with or block cookies.
- You can opt out of having your Web viewing data collected and used for interest-based online advertising by certain companies at <http://www.aboutads.info/choices/> and <http://www.youronlinechoices.eu>.
- If you do not want your data collected with Google Analytics, you can install the Google Analytics opt-out browser add-on. This add-on instructs the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) running on websites to prohibit sending information to Google Analytics. To opt out of Google Analytics, visit the [Google Analytics opt-out page](#) and install the add-on for your browser. For more details on installing and uninstalling the add-on, please see the relevant help resources for your specific browser. Updates to your browser or operating system may affect the functionality of the opt-out add-on. You can learn about managing add-ons for Chrome [here](#). If you are not using Chrome, check directly with the manufacturer of your browser to determine whether add-ons will function properly on the browser version that you are using.

### **Storage of information**

- We store information that we collect on the Review of Optometry Site on our own servers and/or on servers operated by third parties. These servers may be located in the United States or in other jurisdictions.

### **Protection of information**

- We use SSL certificates to protect your personal information as you transmit it from your computer to the Review of Optometry Site and to protect your information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. We also use a software program to stop certain kinds of attacks. But no Internet transmission is ever 100% secure or error-free. In particular, e-mail

sent to the Review of Optometry Site may not be secure. Be careful about sending us any confidential information.

- We will retain your personally identifying information for the period necessary to fulfill the purposes outlined in this Privacy Policy or our data retention policies unless a longer retention period is required by law.
- The Review of Optometry Site may contain links or references to other sites in addition to the ones we have already mentioned. Please be aware that we do not control such other sites and that, in any case, this Privacy Policy does not apply to those sites. We encourage you to read the privacy policy of every site you visit.

### **Transfer of information**

- We may transfer information that we collect about you, including personally identifying information, to affiliated entities, or to other third parties across borders and from your country or jurisdiction to other countries or jurisdictions around the world.
- If you are located in the European Union or other regions whose laws governing data collection and use may differ from the laws of the United States, please note that we may transfer information, including personally identifying information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction, and you consent to the transfer of information to the U.S. or any other country in which we or our service providers maintain facilities.

### **Children**

- We do not knowingly collect personally identifying information from anyone under 13. If we become aware that a child under 13 has provided us with personally identifying information, we will take steps to remove such information and terminate the child's account.
- If you are a parent and you become aware that your child has provided us with personally identifying information without your consent, please contact us at [chiefprivacyofficer@jhihealth.com](mailto:chiefprivacyofficer@jhihealth.com) and we will take steps to remove such information and close the child's account.

### **Management of information**

- To keep your personally identifying subscription information accurate, current, and complete, contact [reviewofoptometry@CambeyWest.com](mailto:reviewofoptometry@CambeyWest.com). You can change personally identifying information you have provided in connection with CE tests by going into your online account.

### **Changes to this privacy policy**

- If this Privacy Policy changes, the revised policy will be posted here. Please check back periodically, and especially before you provide any personally identifying information.
- This Privacy Policy was last updated on March 23, 2017.