THE SOCIETY OF OBSTETRICIANS AND GYNAECOLOGISTS OF CANADA

Effective: October 1, 2015

The Society of Obstetricians and Gynaecologists of Canada (the SOGC) knows how important your privacy is to you. This Privacy Policy sets out our practices regarding the collection, use, and disclosure of personal information in connection with the services we provide, including with respect to our websites, such as, sogc.org, jogc.com, sexualityandu.ca, pregnancy.sogc.org, hpvinfo.ca, endometriosisinfo.ca, menopauseandu.ca, aboriginalsexualhealth.ca. This Privacy Policy may be updated from time to time, at which time we will give you reasonable notice of the revised terms (including by e-mail or by posting on this website), and this Privacy Policy may be supplemented or modified by agreements entered into between the SOGC and an individual from time to time.

For the purposes of this Privacy Policy, “personal information” refers to any information about an identifiable individual. Information will be about an identifiable individual where there is a serious possibility that an individual could be identified through the use of that information, alone or in combination with other information.

Collection and Use of Personal Information

The SOGC collects and uses personal information from you in the course of providing services to you. The SOGC may collect personal information such as your name, address, contact information, email address, financial information, payment card information, demographic and profile data, and purchase history, for the following purposes:

• Registration for membership with the SOGC;
• Automatic renewals of memberships;
• Registration for SOGC conferences;
• Tailoring our conference activities as well as increasing engagement of our members and increasing and retaining our membership;
• Advertising and promoting conferences and courses to you;
• Providing you with the SOGC monthly Journal of Obstetrics and Gynaecology Canada (JOGC) which is a benefit to your membership with the SOGC;
• Providing you with course updates, guidelines, brochures, pamphlets, books or websites for which the SOGC produces;
• Providing you with periodic newsletters or updates, announcements and special promotions regarding SOGC products and services;
• Promoting contests and awarding prizes;
• Contacting you for participation in speaking engagements;
• Registration for courses and subscribing to e-learning activities;
• Processing applications submitted to the SOGC job bank postings;
• Answering your questions or responding to your comments or complaints. We may also retain this information to assist you in the future and to improve our customer service and product and service offerings;
• Processing abstracts submitted to the SOGC abstract manager program;
• Processing purchases of products and services on the SOGC’s websites; and/or
• For additional purposes that are identified at or before the time of collection and use, or through changes to this Privacy Policy.

We have entered into agreements with trusted third-party service providers, agents and business associates who provide support, services, and equipment to the SOGC. These service providers, agents and business associates may use your personal information in order to provide us with services that we can provide you, or to directly provide you with services. For example, effective January 1, 2016, the JOGC will have a new publisher, Elsevier Inc., who is located in the United States. This is an exciting relationship for the SOGC as Elsevier Inc. is a world renowned publisher of many top medical journals amongst other significant publications. Elsevier will be using your personal information in order to provide you with the JOGC and additional services they offer.

If at one time you provided your personal information to us you may have your personal information removed by contacting the Chief Privacy Officer whose contact information can be found at the bottom of this Privacy Policy. Although you may choose to not share your personal information with the SOGC, your access to SOCG activities and services may be limited if personal information is not shared.

**Disclosure of Personal Information**

The SOGC will not disclose, trade, rent, sell or otherwise transfer personal information for purposes other than as those set out herein, except with your consent, as disclosed at the time of collection, or as required by law. The SOGC may transfer or disclose your personal information in the following limited ways:

• When participating in a contest or promotion, we may collect personal information, such as a contest winner's name, city of residence, and prize winnings in order to award prizes and promote such contests, and this information may be published in connection with contests;
• When you provide us with you name, address and other contact information at our conferences, this information will be provided to our exhibitors at each of our conferences;
• The SOGC may disclose your personal information to third-party service providers, agents or business associates who provide services to or on behalf of the SOGC such as hosting, data management and storage services, journal publication, promotions from said publisher as well as market analyses. Either the SOGC or third-party service providers, agents, and business associates may use servers or storage for such purposes which are located in the U.S.A. or another foreign jurisdiction. The personal information of
individuals processed and stored in foreign jurisdictions is subject to the laws of that foreign country and as such may be accessible in that foreign country;
• The SOGC, and our Canadian, US and other service providers may provide your personal information without your consent in response to a search warrant or other legally valid inquiry or order, or to an investigative body in the case of a breach of an agreement or contravention of law, or as otherwise required by applicable Canadian, US or other laws.

Cookies and IP Addresses

When you log onto the Internet, your ISP automatically assigns an IP address to your computer. Web servers identify your computer by its IP address, and we use your IP address to help diagnose problems with our servers, to administer the website, and to constantly improve the value of the materials available on the website.

Depending on an individual's browser settings, the websites may use cookies. A cookie is a tiny element of data that our websites can send to an individual’s browser, which may then be stored on their hard drive so we can recognize them when they return to the websites. Cookies are downloaded and stored on a visitor’s hard drive and will not identify you personally. We use cookies to deliver content according to the individual's preferences and to save the individual's password so that the individual is not required to re-enter it while the individual uses the websites. If an individual's browser settings do not accept cookies from our websites, they may not be able to take advantage of all of the features of our websites.

Links

Our websites may contain links to other sites that the SOGC is not affiliated with and does not own or operate. Also, links to our website may be featured on third party websites on which we advertise. Except as provided herein, the SOGC will not provide an individual's personal information to these third parties without consent. We provide links to third party websites as a convenience to you. These links are not intended as an endorsement of or referral to the linked websites. The linked websites have separate and independent privacy statements, notices and terms of use, which we recommend you read carefully. The SOGC does not have any control over such websites, and therefore has no responsibility or liability for the manner in which the organizations that operate such linked websites may collect, use or disclose, secure and otherwise treat your personal information.

Storage, Processing and Security of Personal Information

We use a variety of secure means to store your personal information. These include:

• A secure server to store personal information;
• Locked cabinets in secure areas to store hard copies of records;
• Technological security measures, including passwords and encryption to prevent unauthorized access to financial and other personal information stored on computer systems; and
• The SOGCs’ third party service providers are obligated to maintain confidentiality and security of the personal information transferred to them and are not authorized to use such information other than to provide the services or as otherwise permitted by law.
The Model Code for the Protection of Personal Information

The SOGC applies the ten principles of the Model Code for the Protection of Personal Information which is incorporated into the legislation, when collecting, using, or disclosing your personal information:

• **Accountability** - The SOGC is responsible for the personal information collected and maintained by it and which is under its control. In order to fulfill this responsibility we have designated a Chief Privacy Officer whose contact information is available at the bottom of this page, to be responsible for the day-to-day care and control of personal information.

• **Identifying Purposes** - We require the consent of individuals prior to using their personal information for any purpose other than that for which it was originally collected or stated within this Privacy Policy. Similarly, if any individuals wish to be advised of the personal information we have related to them, they can contact us at the address set out below.

• **Consent** - We are dedicated to obtaining the informed consent of individuals who provide us with their personal information. To this end, all our employees, personnel, or agents are instructed to provide information about how personal information is used to all interested individuals who inquire, as well as to obtain the informed consent of those who provide their personal information. We may periodically request written confirmation from you to ensure that the personal information collected and maintained by us is up-to-date and accurate. We may also ensure that we have your continuing consent to use and retain your personal information.

• **Limiting Collection** - The SOGC restricts the collection of personal information only to that information that is necessary for the limited purposes described in this Privacy Policy.

• **Limiting Use, Disclosure, and Retention** - The SOGC does not use personal information for purposes other than those for which it was originally collected, unless it has first obtained the consent of the person from whom such information was received. We retain personal information only for as long as it is needed, and only for the fulfillment of the purposes for which it was originally collected, or for as long as legally required. Once personal information is no longer needed, hard copies are shredded and disposed of, and digital information is erased. When disposing of or destroying personal information which is no longer needed, the SOGC ensures the appropriate measures are taken regarding the disposal or destruction so as to prevent unauthorized parties from gaining access to the information.

• **Accuracy** - The SOGC is committed to maintaining accurate, complete, and up-to-date personal information. If there are changes to the personal information you have given to us, simply inform us of the changes and we will update our records accordingly.

• **Safeguards** - The SOGC has developed and implemented security safeguards appropriate to the sensitivity of the personal information kept by us. We also ensure that any of our...
employees who deal with personal information are properly trained and are aware of the necessary and appropriate measures required to protect personal information.

- **Openness** - The SOGC makes information about its policies and practices respecting the collection and maintenance of personal information available to all interested parties. We are pleased to answer any questions that you may have regarding the collection and maintenance of personal information.

- **Individual Access** - You can request access to your personal information held by us by contacting the Privacy Officer. However, we reserve the right to confirm the identity of the person seeking access to personal information before complying with any access requests.

- **Challenging Compliance** - The SOGC has designated an official who is responsible for the day-to-day care and control of personal information. This official will receive and respond to all information requests regarding our privacy policies or about your personal information under our care and control. We investigate all complaints received by us and will respond in writing in a timely manner. If any complaint is found to be justified, then we will take appropriate measures to resolve the matter to the satisfaction of the complainant.

**Additional Information**

If you would like more information about our policies, or if you would like to access or correct the personal information we have about you in our records, then please contact our Chief Privacy Officer by email or in writing, as provided below:

The Society of Obstetricians and Gynaecologists of Canada  
Attention: Chief Privacy Officer  
Address: 780 Echo Drive, Ottawa, Ontario, K1S 5R7  
Email: privacy@sogc.com  
Phone: 613-730-4192  
Fax: 613-730-4314