

PRIVACY STATEMENT

American Association for Women Radiologists is committed to protecting your privacy and developing technology that gives you a safe online experience. This Statement of Privacy applies to the American Association for Women Radiologists Web site and governs data collection and usage. By using the American Association for Women Radiologists website, you consent to the data practices described in this statement.

Collection of your Personal Information

American Association for Women Radiologists collects personally identifiable information. Some examples of the types of personal data we may collect when joining the society include:

- full name and title
- postal & email address
- gender
- institutional affiliations
- educational background
- demographic information
- email address
- telephone numbers
- interests
- photographs / video

Personal data created by your involvement with us

Your activities and involvement with us will result in personal data being created. This could include details of how you have helped us by volunteering or being involved with our campaigns, educational meetings and activities. If you decide to donate to us, then we will keep records of when and how much you give to a particular cause.

Information we generate

We conduct research and analysis on the information we hold, which can in turn generate personal data. For example, by analyzing your interests and involvement with our work we may be able to build a profile, which helps us decide which of our communications are likely to interest you.

We also collect anonymous data (i.e. information which cannot be used to identify you) to monitor website usage with cookies. Website usage data includes number of visitors, what pages are viewed, and the duration of visits to the website. We may sometimes share this information with third parties to support us with analyzing website usage and improving the overall user experience.

See Cookies for further information on website analytics.

Information from third parties

We may buy anonymous external data and combine it with your personal data at an aggregated level to build profiles, which help us work out what you are most likely to want to hear from us about and how.

There is also information about your computer hardware and software that is automatically collected by American Association for Women Radiologists. This information can include: your IP address, browser type, domain names, access times and referring Web site addresses. This information is used by AAWR for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the American Association for Women Radiologists Web site.

American Association for Women Radiologists encourages you to review the privacy statements of Web sites you choose to link to from American Association for Women Radiologists so that you can understand how those Web sites collect, use and share your information. American Association for Women Radiologists is not responsible for the privacy statements or other content on Web sites outside of the American Association for Women Radiologists and American Association for Women Radiologists family of Web sites.

Use of your Personal Information

American Association for Women Radiologists collects and uses your personal information to operate the American Association for Women Radiologists website and deliver the services you have requested. Your personal data may be collected and used to:

- help us deliver our charitable activities or raise funds
- to provide a service or product you have requested
- to inform you of news, events, activities and services available within AAWR or to AAWR members and attendees
- send surveys to conduct research about your opinion of current services or of potential new services that may be offered.

In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party, without your consent. In addition, American Association for Women Radiologists may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to AAWR, and they are required to maintain the confidentiality of your information.

AAWR keeps track of the Web sites and pages our customers visit within American Association for Women Radiologists, in order to determine what AAWR services are the most popular. This data is used to deliver customized content and advertising within American Association for Women Radiologists to customers whose behavior indicates that they are interested in a particular subject area.

AAWR websites will disclose your personal information, without notice only if required to do so by law or in the good faith belief that such action is necessary to:

(a) Conform to the edicts of the law or comply with legal process served on American Association for Women Radiologists or the site;

(b) Protect and defend the rights or property of American Association for Women Radiologists;
and,

(c) Act under exigent circumstances to protect the personal safety of users of American Association for Women Radiologists, or the public.

Use of Cookies

The American Association for Women Radiologists Web site use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a Web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the American Association for Women Radiologists services or Web sites you visit.

Please see our [Cookie Policy for more information.](#)

Marketing communications

Your privacy is important to us, so we will always keep your details secure. We would like to use your details to keep in touch about things that may matter to you. If you choose to hear from us, we may send you information based on what is most relevant to you or things you have told us you like. We may also show you relevant content online. This might be about attending an annual meeting, volunteering with us, fundraising campaigns, and learning opportunities.

We will only send these to you if you agree to receive them and we will never share your information with companies outside AAWR for inclusion in their marketing, without your consent. If you agree to receive marketing information from us, you can change your mind later. You can easily unsubscribe from digital communications at any time.

However, if you tell us you do not want to receive marketing communications, then you may not hear about events or other work we do that may be of interest to you.

We may sometimes use third parties to capture some of our data on our behalf, but only where we are confident that the third party will treat your data securely, in accordance with our terms and in line with the requirements set out in the GDPR.

Social media targeting

If you are a social media user, we may use certain social media tools as part of our relationship with you. These tools include such things as Facebook and Instagram Custom/Lookalike Audiences, Google Customer Match/Similar Audiences, Twitter Tailored/Lookalike Audiences and LinkedIn Matched Audiences.

Through using these tools, we will provide some of your data to the social media platform / organization to allow them to identify your social media profile with them. The social media platform / organization will then show you relevant advertisements relating to AAWR that we think you will be interested in seeing on your newsfeed.

The social media platform / organization will also use your profile to identify those with similar characteristics to you who we think may also be interested in finding out more about AAWR and the work we do. These identified individuals will then be shown advertisements about AAWR on their newsfeed. This activity is governed by the social media platform's own privacy policy and terms and conditions, so please refer to these documents if you require any further information about this activity.

We may sometimes use third parties to support us with our social media targeting.

Fundraising, donations and legacy pledges

Where we have your permission, we may invite you to support vital initiatives by making a donation, getting involved in fundraising activities or leaving a gift in your will. Occasionally, we may invite some supporters to attend special events to find out more about the ways in which donations and gifts in wills can make a difference to specific projects and to our cause. We will also send you updates on the impact that you make by supporting us in this way, unless you tell us not to.

If you make a donation, we will use any personal information you give us to record the nature and amount of your gift, claim gift aid where you have told us you are eligible and thank you for your gift. If you interact or have a conversation with us, we will note anything relevant and store this securely on our systems. If you tell us you want to fundraise to support our cause, we will use the personal information you give us to record your plans and contact you to support your fundraising efforts.

Management of volunteers

We need to use your personal data to manage your volunteering, from the moment you inquire to the time you decide to stop volunteering with us. This could include contacting you about an opportunity, committees you have participated on, and to recognize your contributions.

It could also include information about things happening where you volunteer and about your volunteering, including asking for your opinions on your volunteering experience.

We may also share this data anonymously (e.g. we raised \$100,000 in matching donations from 17 individuals) with outside supporters to help them monitor the society's support of a given activity.

Registration and events management

We process customer data to fulfil registrations and run events. Your data will be used to communicate with you throughout the process, including confirming we have received your order and payment, to confirm dispatch, to clarify where we might need more detail to fulfil an order or booking, or to resolve issues that might arise with your order or booking.

Research

We carry out research with our supporters, customers, staff and volunteers to get feedback on their experience with us. We use this feedback to improve the experiences that we offer and ensure we know what is relevant and interesting to you.

If you choose to take part in research, we will tell you when you start what data we will collect, why and how we will use it. All the research we conduct is optional and you can choose not to take part. For some of our research we may ask you to provide sensitive personal data (e.g. ethnicity or gender). You

do not have to provide this data and we will provide a 'prefer not to say' option. We only use it at an aggregate level for reporting (e.g. equal opportunities monitoring).

We may give some of your personal data (e.g. contact information) to a research agency who will carry out research on our behalf.

Verifying, updating and amending your personal information

If, at any time, you want to verify, update or amend your personal data or preferences or remove your personal data from our records, please email: info@AAWR.org or write to: AAWR, 1891 Preston White Dr, Reston, VA, 20191.

Verification, updating or amendment of personal data will take place within 30 days of receipt of your request.

Security of your Personal Information

American Association for Women Radiologists secures your personal information from unauthorized access, use or disclosure. American Association for Women Radiologists secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other Web sites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

Changes to this Statement

American Association for Women Radiologists will occasionally update this Statement of Privacy to reflect company and customer feedback. American Association for Women Radiologists encourages you to periodically review this Statement to be informed of how American Association for Women Radiologists is protecting your information.

If there are significant updates, we will inform those people with whom we are in regular contact, such as email subscribers.

Contact Information

American Association for Women Radiologists welcomes your comments regarding this Statement of Privacy. If you believe that American Association for Women Radiologists has not adhered to this Statement, please contact American Association for Women Radiologists at info@AAWR.org. We will use commercially reasonable efforts to promptly determine and remedy the problem.

If you have any questions in relation to this Privacy Policy or how we use your personal data they should be sent to AAWR, 1891 Preston White Dr, Reston, VA, 20191.