



## **Privacy Policy**

The Biomedical Learning Institute (BLI) is committed to protect your privacy while using our BLI Web sites.

The BLI has established this Privacy Policy to educate Web site visitors on how personal information is used and protected.

### **Registrations**

The BLI utilizes a database for the purpose of collecting registration information for Web activities. Once your information is submitted, it is transferred to BLI staff members who coordinate BLI activities. The registration data collected is the property of the BLI and will not be shared with any other company or organization for any purpose.

For events that require a registration fee, credit card information is obtained; this information is transmitted using encryption technologies and not stored on any of our servers to ensure the privacy of your financial data.

If you register for an event, you will receive e-mail messages relating directly to your registration, including:

- Confirmation of completed registration
- Notice of incomplete registration
- Additional information about the event or your registration

The BLI does not allow users to choose not to receive these e-mail messages because they are vital to completing the registration process.

### **E-mail Notifications**

Throughout the BLI Web sites, there are prompts for visitors to complete and submit a membership form. Being a member enables access to all programs on the BLI Web site and initiates e-mail notifications containing information about future programs; e-mail notifications fully comply with CAN-SPAM laws. All recipients of BLI e-mails have the ongoing opportunity to opt out of receiving informational announcements via a link in every e-mail or by responding to the e-mail with the word 'unsubscribe' in the subject line.



## **Use of Cookies**

Cookies are a technology used by BLI Web sites to identify a user as the user moves through the Web site. Your browser allows us to place some information on your computer's hard drive that identifies the computer you are using. We use cookies to personalize our Web sites and to track your usage across all of our Web sites. This allows us to evaluate utilization of the various programs on our sites and report aggregated and anonymized data to sponsors so that we can evaluate the use and effectiveness of BLI programs.

Your Web browser can be set to allow you to control whether you will accept cookies, reject cookies, or to notify you each time a cookie is sent to you. If your browser is set to reject cookies, Web sites that are cookie enabled will not recognize you when you return to the Web site, and some Web site functionality may be lost. The Help section of your browser will tell you how to prevent your browser from accepting cookies.

Although cookies do not normally contain personally identifiable information, if you are a registered user we may associate your registration information with cookies our Web site places on your computer's hard drive. Associating a cookie with your registration data allows us to offer increased personalization and functionality. For example, you can elect to have our Web site "remember" your user name and password and bypass the sign-in process on each visit to the site. Without cookies, this functionality is not possible.

Certifying institutions and commercial sponsors may also use cookies on our site. Because of the way advertisements are served we do not have total control over how advertisers use cookies, if you have clicked on a banner or badge and left the BLI site. If you become aware that an BLI site advertiser is placing an unwanted cookie on your hard drive, please contact the BLI to assist us in resolving the problem.

## **Your Consent**

By using our BLI Web sites, you consent to the terms of the BLI privacy policy. The BLI reserves the right to change, modify, add, or remove portions of this policy at any time.

## **Contact**

If you have any questions about this privacy policy, please contact the BLI at: <http://www.biomedicallearning.com/contact.php>.