

# AMP Privacy Policy

Association for Molecular Pathology (AMP), 6120 Executive Boulevard, Suite 700, Rockville, MD 20852.

AMP is committed to protecting your privacy and providing a safe online experience. This Privacy Policy applies to the AMP websites, apps, and other services, including events, and governs personal data collection, processing, and usage practices. We take this matter very seriously and have instituted policies and procedures to ensure your privacy rights are protected. The following outlines our Privacy Policy and details the measures we have taken to safeguard and protect your privacy.

This Privacy Policy may be amended from time to time. Any changes to this Privacy Policy will be posted on this page.

By visiting [www.amp.org](http://www.amp.org) or related properties, (together the “Site”), you acknowledge that you have read and understood the processes and policies referred to in this Notice.

## Why AMP collects data about you

The data AMP collects is used to help us better serve our constituents and to further our mission to advance the clinical practice, science, and excellence of molecular and genomic laboratory medicine through education, innovation, and advocacy to enable highest quality health care.

The information you provide to us will be used to keep you up-to-date on areas for which you have expressed interest. We will exercise discretion in the use of your personal data, as further described in this policy. It will be used only to support our relationship with you or your organization. We collect information about you to process your order, manage your account and, if you agree, to email you about other products and services we think may be of interest to you.

It is our general policy to collect and store only personal data that our website visitors, clients, customers, and constituents knowingly provide.

## What is personal data?

“Personal data” means information relating to an identified or identifiable living natural person. You can be identified from information such as your name, email address, phone number, home address, driver’s license number, and passport number. You may also be identifiable from information such as an online identifier, IP address, unique device ID, or cookie. We are committed to safeguarding the privacy of our website visitors, clients, customers, and constituents. This policy applies where we are acting as a data controller with respect to personal data.

## When AMP collects personal data

### Website

When visiting an AMP website, we collect information, using cookies, relating to your use of AMP sites, general location, and technical information, including but not limited to Internet protocol (IP) address used to connect your computer or device to the Internet. Cookies are files that contain information created by a web server that can be stored on a user's hard disk for use either during a particular session ("per-session" cookie) or for future use ("persistent" cookie).

AMP does not maintain any personal data from users browsing our website. We use Google Analytics for tracking visitors and aggregating navigation information from visitor traffic to our websites. Google Analytics collects IP addresses for its geolocation reporting feature (e.g., where visitors to the site originate). However, the IP addresses are not available in any reports or accessible to AMP staff. The data reported does not identify you personally, but rather about your visit to our website. We may monitor statistics such as how many people visit our site, which pages people visit, from which domains our visitors come and which browsers people use. We use these statistics about your visit for aggregation purposes only. Aggregate data are only used for internal and marketing purposes and do not provide any personally identifying information.

### Request for services or communications, completing forms, participating in events

We also collect information when you request our services and when voluntarily completing surveys, contact forms, responding to marketing and advocacy communications, and participating in AMP events and activities. This information may include but is not limited to contact, membership, payment, purchase, and certification information; demographics pertaining to your profession; event registration; and educational interactions.

For email communications, we gather statistics pertaining to email opening and clicks using industry standard technologies including clear gifs to help us monitor and improve our e-newsletters and other communication resources.

If you have consented to receive marketing or advocacy information, you may opt out at a later date – see the “Contacting AMP” section at the end of this policy.

## How AMP uses data collected

Generally, AMP uses data collected to improve its own web content; to respond to visitors' interests, needs and preferences; to further AMP's mission; and to deliver products and services.

### General website users

We use your information collected from the website to personalize your repeat visits to our websites. AMP uses cookies to facilitate automated activity, store and track passwords, determine appropriate solicitations, and review navigation patterns. Cookies are not used to disseminate significant information about users over the Internet or to analyze any information that users have knowingly or unknowingly provided.

Users may instruct their Internet browsers to opt out of accepting a "persistent" cookie and rather accept only a "per-session" cookie, but will need to login each time they visit the site to enjoy the full benefits. If the user declines the attachment of any cookie, the user may not have access to the full benefits of the website. Additional information on AMP's use of cookies is described in our Cookies Policy ([www.amp.org/cookies-policy/](http://www.amp.org/cookies-policy/)).

Personal data and information specific to a requested activity may be collected along with a request for service, product, marketing, event, or advocacy resources. For example, this information may include your company or organization name, contact name, address, telephone number, email address and services requested.

### **AMP conference registrants, journal subscriptions, products, services, and other marketing and advocacy communications**

To gain access to some resources and personalization features on AMP websites, users are asked to register and provide some limited information. This information is submitted voluntarily. AMP asks users to provide information related to supporting the specific service being provided. Similar information may be requested by AMP through conference or seminar registration, abstract submissions, publication orders, subscriptions, and contest/award applications.

Additionally, for some emails sent by AMP to users through its listservs and electronic newsletters, we will collect specific information regarding what the recipient does with that email. For those emails, AMP will monitor whether a recipient subsequently clicks through to links provided in the message. Other information collected through this tracking feature includes: email address of a user, subscriber ID, the date and time of the user's "click," a message number, name of the list from which the message was sent, tracking URL number and destination page. AMP only uses this information to enhance its products and distribution of those products to its constituents.

We may share your information if you indicate you would like to learn more about an organizational partner during a meeting registration process or in your communication preferences.

### **Event registration data**

Personal registration information will be part of a database that is accessible only to AMP employees, contractors, and conference organizers.

AMP uses your contact information to provide you with up to-date information about current and future meetings, events, educational programming, and publications.

- A participant list is available online to registered meeting participants that includes your name and institution.
- Your name, email address, lodging type (and roommate, if applicable), and meeting you registered to attend are shared with hotels if you requested lodging accommodations.
- A survey company receives your name, email address, and meeting you registered to attend in order for participants to receive an online evaluation form.
- For those participants requesting continuing education credits, an accreditation company receives your name, email address, and meeting you registered to attend in order to receive medical education credits.

- For those participants that are reimbursed for their participation at the conference or receiving an award, contact information is sent to our internal AMP accounting database, and any bank or wire transfer institution that accounting uses in order to facilitate the payment.

### **Credit card account information**

AMP uses a third-party service provider to manage credit card processing. This service provider is not permitted to store, retain, or use information you provide except for the sole purpose of credit card processing on our behalf and with your authorization. Personal information (such as a credit card number) that is transmitted is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

## **Data protection**

We use a variety of security technologies and procedures to help protect your personal data from unauthorized access, use, or disclosure. All personal data is protected using appropriate physical, technical, and organizational measures. Access to your personal data is restricted to only those who need to know that information and required to perform their job function.

## **Other websites & links**

This website may contain links to other websites. This Privacy Policy does not cover the privacy practices of websites external to AMP and we are not responsible for the privacy practices or the content of such websites, partners, or affiliates. You should review any privacy policies of such websites.

## **General Data Protection Regulation (GDPR)**

AMP is the abbreviated name of the Association for Molecular Pathology, located at 6120 Executive Blvd, Suite 700, Rockville, MD 20852.

AMP recognizes principles and requirements of the General Data Protection Regulation (GDPR) adopted by the European Union. The GDPR aims to protect the “personal data” or personal information of individuals within the EU and covers many processing activities, including collection, storage, consultation, transfer, and destruction, of this data. For more information on GDPR, please visit the [European Commissions’ GDPR Website](#). In addition to the universal privacy policies stated earlier in this document, AMP will, so far as is reasonably practical, comply with the specific Data Protection Principles contained in the Data Protection Act to ensure all data is:

- Fairly and lawfully processed
- Obtained and used for specific and clearly stated purposes
- Adequate, relevant, and not excessive
- Accurate and up-to-date
- Not kept for longer than necessary

- Processed in accordance with your rights
- Secure

## Your rights

GDPR, as implemented on 25 May 2018, gives all individual residents of the EU a number of rights relating to their personal data held by companies, organizations and other third parties. These are:

- **Informed:** We will tell you exactly how we use your data in clear, plain language.
- **Legal Bases:** We will store or use your data only to support the performance of a contract, to further a legitimate interest, to comply with a legal obligation or with your consent.
- **Access and Portability:** Obtain an export of all data AMP has collected and processed for you in a machine-readable format (e.g., .csv or Excel file formats)
- **Modification:** Request changes or updates to any personal data AMP stores.
- **Erasure:** Request that AMP purge all personal identifying information. Of course, this excludes data we need for administrative or security purposes, or if we are required by law to retain some of the data.

We will only process your personal data, including sharing it with third parties, where (1) you have provided your consent which can be withdrawn at any time, (2) the processing is necessary for the performance of a contract to which you are a party, (3) we are required by law, (4) processing is required to protect your vital interests or those of another person, or (5) processing is necessary for the purposes of our legitimate commercial interests, except where such interests are overridden by your rights and interests.

## Legitimate interests & performance of a contract

There are a number of lawful reasons we can use (or ‘process’) your personal data, including ‘legitimate interests’ and ‘performance of a contract.’

Broadly speaking, Legitimate Interests means we can process your personal data if:

- We have a genuine and legitimate reason to do so; and
- That genuine and legitimate reason is not outweighed by any undue harm to of your rights and interests.

Performance of a Contract means we can use (or ‘process’) your personal data if:

- Data processing is necessary for the performance of a contract with or on behalf of the data subject.

For data which does not meet either the Legitimate Interest or Performance of a Contract criteria, we will obtain your consent prior to collecting your personal data.

## Retaining & deleting personal data

We retain personal data that you provide to us where we have a legitimate interest or contractual basis to do so, for example, in order to contact you about membership, events, requested services, or as needed to comply with our legal obligations, resolve disputes, and enforce our agreements.

Personal data that we process for any purpose or purposes is not kept for longer than is necessary for that purpose or those purposes.

In general, we will retain your personal data while we are actively engaging in an activity with you and for a maximum period of no longer than seven years following the completion of that activity.

Notwithstanding the other provisions, we may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, it is not technically reasonably feasible to remove it, or in order to protect your vital interests or the vital interests of another natural person.

## Contacting AMP

Please contact AMP at the email or mailing address below if any of the following apply:

- You no longer wish to receive communications related to marketing, advocacy, journal subscription, educational programming, meeting, or general communications.
- You suspect AMP has handled its personal data in a manner that does not comply with this privacy policy.
- You are a resident of the European Union (EU) and wish to exercise a right you have under GDPR.

Association for Molecular Pathology  
ATTN: Data Security Officer  
6120 Executive Boulevard  
Suite 700  
Rockville, MD 20852  
United States of America

[amp@amp.org](mailto:amp@amp.org)