

Continuing and Professional Education



Policy Title: Participant Privacy

Category:	Continuing Education (CE)
Policy #:	ED.CE.330
Applies to:	All Faculty, Visiting Faculty, Exempt and Non-Exempt Staff, External Educational Partners

Purpose:

Per the ACCME® requirements regarding Internet Enduring Materials, the following policy address privacy and confidentiality of learners.

Definitions:

Internet CE - Live or enduring material activities that are provided via the Internet are considered to be "Internet CE."

Policy:

MCW must have and follow a participant privacy policy for all Internet CE activities.

Opt-in

MCW does not engage in "push CME/CE." All electronic and printed announcements and invitations to participate in CE activities contain an option for recipients to opt in or out of receiving future communications.

Privacy and Confidentiality Policy Relating to CME Activities

The Medical College of Wisconsin (MCW) respects and values your privacy and the confidentiality of the information you choose to share with us. We are committed to protecting this information and will ensure your privacy when participating in MCW continuing education (CE) activities.

Information We Collect

As part of our CE activities, we collect participant registration and evaluation information that learners voluntarily share with MCW. Registration information is used primarily for the purpose of maintaining a record of an individual's participation in a CE activity. A participant activity evaluation is tangible evidence of participation in a CE activity.

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Uses We May Make of the Information We Collect

MCW use the aggregate registration information (stripped of any data that could be used to identify an individual) to enhance the profile of learners so as to provide appropriate and relevant CE activities. Aggregate information from the evaluation is used solely to assess the quality, scientific integrity, and objectivity of the activity, and the clinical relevance of the activity to the user's clinical practice needs.

Precautions We Take Against Unauthorized Access or Use of the Information Collected

Only selected, authorized MCW employees are permitted access to participant information. MCW employees are required, as a condition of their employment, to keep participant information private. The MCW Web site does not automatically collect information regarding individual users and makes no effort to track participant information. MCW does not share, sell or otherwise distribute participant information to third parties.

References:

The Accreditation Requirements and Descriptions of the Accreditation Council for Continuing Medical Education (ACCME) - (Feb. 2014)

Effective Date:	10/11/2011
Revision History:	N/A
Supersedes Policy:	N/A
Review Date:	9/8/2015
Approved by:	Faculty Oversight Committee for CME