



Privacy and Confidentiality Policy

Introduction

The Oregon Podiatric Medical Association (“OPMA”) respects your privacy and is committed to protecting your personal information. This policy describes how OPMA collects, uses, discloses, and safeguards personal data in connection with its activities, including its continuing education program, and outlines your rights regarding that information. OPMA recognizes that privacy practices evolve and reserves the right to update this policy as needed.

Applicability and Eligibility

This policy applies to OPMA’s collection, use, disclosure, and protection of personal information. It does not apply to third-party websites or services that may be linked from OPMA materials. OPMA services are not directed to individuals under the age of 16, and individuals under 16 may not use OPMA services.

Compliance with Applicable Laws

OPMA conducts its continuing education program and related activities in compliance with applicable laws, including, but not limited to, the Health Insurance Portability and Accountability Act (HIPAA), the Americans with Disabilities Act (ADA), the Digital Millennium Copyright Act (DMCA), and applicable state privacy laws.

Collection and Use of Personal Information

OPMA collects personal information from event attendees and participants, which may include name, professional credentials, organization, mailing address, email address, and phone number. This information is used to deliver event-related services and communications, fulfill registration and continuing education recordkeeping obligations, and provide information about programs and offerings.

Educational Events

OPMA hosts educational programs, including conferences, webinars, and trainings, in in-person, virtual, and hybrid formats. When registering for an event, personal information is collected and stored to support participation, verify attendance, calculate and award continuing education contact hours (CECH) or continuing medical education (CME) credit, and provide event-related communications.

For instructors, planning committee members, content authors, moderators, consultants, and scientific chairs, OPMA may collect additional information such as professional biography, photograph, organizational affiliation, financial disclosure information, and participant evaluations. OPMA maintains records of participation as required by the Council on Podiatric Medical Education (CPME) and other applicable accreditation, licensing, or regulatory bodies.

OPMA may use photographs or video recordings taken at events for promotional or educational purposes, including publications and digital media. Individuals will not be identified by full name or personal identifying information without prior consent.

Patient Confidentiality

Educational content presented or distributed through OPMA activities, including case presentations, must comply with HIPAA and any other applicable patient privacy laws and regulations. All identifying patient information must be removed from presentations and handouts. When patients participate in educational activities, OPMA requires prior written informed consent and adherence to applicable patient-protection requirements.

If identifying patient information is inadvertently included in presentations or handouts, OPMA will take prompt corrective action, which may include removing or redacting the affected materials, retraining staff and presenters on HIPAA and patient-confidentiality requirements, and strengthening pre-publication review processes.

Correspondence

If you communicate with OPMA via email, mail, or other methods, OPMA may retain that correspondence to respond to inquiries, maintain records, and provide relevant information about programs and services. Individuals may opt out of marketing communications at any time by following unsubscribe instructions or contacting OPMA directly.

Access to Your Information

Individuals may request access to, correction of, or deletion of their personal information. Requests may also include opting out of certain communications or withdrawing consent. Some services may be limited if certain data is removed, and OPMA may retain information as required to meet recordkeeping obligations under CPME standards or other applicable laws.

Sharing of Information with Commercial Interests

OPMA does not sell personal information. Learners may opt out of having their information shared with commercial interests by contacting OPMA directly.

Purposes of Data Processing

OPMA uses personal data to deliver requested services, including event participation, and to evaluate and improve programs and communications. Certain information is collected and retained in accordance with the standards and requirements of the Council on Podiatric Medical Education, including the maintenance of attendance records for a minimum of five years.

Payment Information

When processing payments, OPMA may collect billing details such as name, billing address, and payment card information. To maintain PCI compliance, OPMA does not accept credit card information via email. Payment information is processed through secure systems and handled in accordance with applicable security standards.

Website Usage

OPMA's website may automatically collect certain technical data, such as IP address, browser type, device information, and pages visited. This information is used to improve website functionality and

the user experience. The website may use cookies and similar technologies but does not track users across third-party sites for advertising purposes.

Sharing Information

Personal information is stored in secure systems and may be shared with trusted service providers for operational purposes. OPMA does not sell or share personal data for independent third-party use, except:

- with your consent;
- in connection with OPMA programs or events;
- to comply with legal obligations or accreditation requirements;
- to protect the rights, safety, or property of OPMA or others; or
- in emergency or dispute situations.

Changes to this Policy

By participating in OPMA programs or using its services, you agree to this policy. OPMA reserves the right to update or modify this policy at any time, with updates posted on its website.

Contact Information

If you have questions about this policy or OPMA's data practices, please contact:

Oregon Podiatric Medical Association

Email: info@orpma.org

Phone: 503-662-9220