



## **Information Privacy Policy**

### **Purpose**

The purpose of this policy is to communicate the manner in which IBHRE collects, utilizes and protects personal information provided by certificants and exam candidates.

### **Policy**

Information transmitted to IBHRE, via phone, fax, e-mail, standard mail or Internet, by exam candidates and certificants shall be used by IBHRE, its volunteers, staff and contractors, to successfully administer the certification and recertification programs while holding the individual's identification in full and complete confidence. IBHRE will employ reasonable effort to protect and safeguard information received to keep personal information private and confidential.

### **Information we collect:**

When a candidate applies for a certification examination or for recertification online or by paper application, IBHRE in turn collects the following personal information:

- Full name and designations
- Business address
- Home address
- E-mail address
- Telephone Number
- Certification candidate applying for
- Education/ Training Information
- Professional Statistics
- Demographical Data
- Survey Information
- Payment Information

### **How we use Personal Information:**

IBHRE uses candidates' personal information to:

- Create and maintain candidates and certificant activity records
- Successfully administer the IBHRE certification examinations and/or recertification processes
- Complete any registration, purchases or other transactions candidates request online
- Improve the IBHRE Web site
- Improve IBHRE programs and services and identify, develop and offer products and services that may be of interest to our visitor
- Notify candidates and certificants about updates, programs, services and/or special offers from IBHRE or HRS

- Ask candidates and certificants to participate in brief surveys
- Generate aggregate statistical studies and conduct research related to our programs and services

### **Disclosure of Personal Information:**

IBHRE discloses personal candidate information to certain third-party contractors to administer the services requested by the candidate. IBHRE's contract with these third parties prohibits them from using information except to provide the services requested by the candidate.

IBHRE may also disclose personal information collected on the website, in accordance with applicable law, to assert or defend our rights or property, to prevent harm to others, to collect a debt, or in response to legal processes such as subpoenas.

IBHRE does not recognize the Heart Rhythm Society (an independent affiliate organization) as a third party under this policy. IBHRE will share personal information with the Heart Rhythm Society for the following reasons:

- To effectively administer IBHRE certification exams or recertification processes while utilizing HRS services
- To promote HRS programs and services to candidates and certificants

### **Choice**

Upon applying for a certification examination, (online or by paper application) a candidate must provide a working e-mail address in order to receive certain communications from IBHRE. This e-mail address is stored in the Heart Rhythm Society database and may be used to distribute further promotions from the Society and IBHRE. Candidates have the option of *unsubscribing* from this list by clicking the 'unsubscribe' button at the bottom of any mass e-mail sent by IBHRE or HRS. Candidates should be aware that the list used to send HRS promotional e-mails is the same list used to send vital e-mails pertaining to the IBHRE exams and certification program. Unsubscribing from the e-mail list will prevent the delivery of important exam related e-mails.

### **Storage of Information**

A permanent record of personal information is stored in a secure electronic database only accessible to IBHRE and HRS employees. Paper applications are kept in a locked file cabinet on the premises of IBHRE headquarters until it is transferred to a secure, off-site storage facility pursuant to the *Record Retention Policy*.

### **Security Disclaimer**

IBHRE has established safeguards, both online and through conventional storage of paper documents, to help prevent unauthorized access to or misuse of candidate and certificant personal information, but cannot guarantee that personally identifiable information will never be disclosed in a manner inconsistent with this policy such as a result of unauthorized acts by third parties that violate applicable law or relevant Web policies.

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