

# Privacy Policy

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The *Western Journal of Emergency Medicine: Integrating Emergency Care with Population Health* (WestJEM) has a strong commitment to privacy, recognizing that we are a public association. This statement outlines the policies and procedures concerning information gathering and dissemination practices for our organization.

Please read this Privacy Policy carefully to understand how we treat your personal information and what choices and rights you have in this regard. If you do not agree with the terms and conditions of this Policy, you should not access or use the website or our services.

This Privacy Policy applies to information we collect:

- On our website.
- In e-mail, text and other electronic messages between you and our website.
- From our sponsors and subscribers, information sent to us for a journal sponsorship or department subscription.
- When you sign up for any events that we host.
- When you interact with us in another way - for example, contacting us with an inquiry.

This Policy outlines our policies and practices regarding your personal information (information relating to you from which you can be identified) and how we will treat it. This Policy may change from time to time (see *Changes to This Policy* section below) so please check the Policy periodically for updates. If any questions arise about the meaning or interpretation of this Policy, the English-language version of this Policy is the official text.

For authors that submit a manuscript to WestJEM through [eScholarship](#), the information submitted through this portal is subject to eScholarship's Privacy Policy, which is located at <https://submit.escholarship.org/help/privacy.html>.

## **Collecting and Using User Information**

As described above, WestJEM collects information in different ways from those who access our site and services. We primarily use this information to provide a customized experience as you use our site and do not share this information with third parties. However, we may disclose personal information collected if we have received your permission beforehand or in very special circumstances, such as when we believe that such disclosure is required by law and/or other special cases described below.

## **Contact Forms**

Our site uses order forms for customers to request information, products, and services. We collect users' contact information (e.g., name and email address) and financial information (e.g.,

account or credit card numbers). Financial information is used to bill the user for products and services and then is deleted from our records in compliance with the Payment Card Industry Data Security Standard (PCI-DSS). Contact information from the order form is used to send orders, contact the user regarding any problems with the order, and to provide the user with information about our association (including promotional materials). Users may opt out of receiving future communications at any time by emailing [info@westjem.org](mailto:info@westjem.org).

## **Cookies**

A "cookie" is a small data file that can be placed on your hard drive when you visit certain websites. *WestJEM* may use cookies to collect, store, and sometimes track information for statistical purposes to improve the products and services we provide, to save your settings, and to provide customizable/personalized services. These cookies do not enable third parties to access any of your personal information. Most browsers accept cookies automatically, but can be configured not to do so or to notify the user when a cookie is being sent. If you wish to disable cookies, refer to your browser help menu to learn how to disable cookies. If you disable cookies, it may interfere with the proper functioning of the website.

Additionally, be aware that if you visit non-*WestJEM* websites where you are prompted to log in or that are customizable, you may be required to accept cookies. Third parties and other non-*WestJEM* websites may also use their own cookies. We do not control use of these cookies and expressly disclaim responsibility for information collected through them.

## **Google Analytics**

Cookies are used to support the Google Analytics functionality on this site, which tracks website activity. Google Analytics stores information at Google. [Read more about Google Analytics privacy and security information.](#)

## **Automated Information**

When you visit our website, we automatically collect information from your browser or mobile device, such as Internet Protocol (IP) address or a unique device identifier, cookies, and data about which pages you visit in order to facilitate our website functionality and services. This information is also used to protect our website and services as well as to keep the website secure, analyze and improve our website and services, understand how the website works for users, provide advertising to you, and also offer a more personalized experience for our users.

## **Email Interconnectivity**

If you receive email communications from us, we may use certain tools to capture data related to when you open our messages, click on hyperlinks or banners it may contain, and make purchases. We use this information to enhance and support our marketing/sales operations.

## **Mailing Lists**

When you or an organization that you are affiliated with signs up to engage with *WestJEM* as a journal sponsor, a department subscriber, mailing list recipient, or marketing list recipient, we receive your contact information (including your email address and postal address). Users may opt out of receiving future communications at any time by e-mailing [info@westjem.org](mailto:info@westjem.org).

### **Surveys, Questionnaires, Social Media**

When you submit a survey, questionnaire, contest entry, or similar form by using the website, social media, or other online survey tools and platforms accessible via our website, we or third parties operating those tools, platforms, or social media websites may collect your social media handle or profile, or any other identifier that you use to be contacted online or offline. This information may also include personally identifiable and business information, but only to the extent that you voluntarily provide it to us.

### **Use of Personal Information**

In addition to the uses described above, we use the personal information collected in an effort to improve your experience on the website, to provide services to you, and to communicate with you about the information you have requested. We may also use personal information to help target specific offers to you as well as to help us develop and improve our website/services. Additionally, we may use your personal information in the following ways:

- To provide you with services you have requested and to manage our relationship with you (including administering your account, processing payments, accounting, auditing, billing and collection, as well as taking other steps necessary to maintain our business relationship with you);
- To present and improve website contact/functionality;
- To determine user interests, needs, and preferences;
- To provide a notice of changes to our website or the services we offer/provide through it;
- To conduct research and analysis;
- To develop new products and services;
- To manage and maintain the security of our website and services;
- To market our services to you. We will only provide you with marketing-related information after you or your institution have, where legally required to do so, opted in to receive those communications and having provided you with the opportunity to opt-out of such communications at any time. We do not sell, rent, or lease our customer lists to third parties.

### **Disclosure of Personal Information**

It is the policy of *WestJEM* not to use or share the personal information about users in ways unrelated to the ones described above without also providing you an opportunity to opt out or otherwise prohibit such unrelated uses. However, *WestJEM* may disclose personal information about users or information regarding your use of our site for any reason if, in our sole discretion, we believe that it is reasonable to do so. This would include the following reasons: to satisfy laws (such as the Electronic Communications Privacy Act), regulations, or governmental/legal

requests for such information; to disclose information that is necessary to identify, contact or bring legal action against someone who may be violating our website Terms of Use [Click Here](#) or other user policies; to operate the site properly; or to protect *WestJEM* and our users.

## **Security**

We maintain appropriate technical and organizational measures to prevent your personal information from being accidentally lost, used, or accessed in an unauthorized manner, altered, or disclosed during collection, storage, and processing. While our security measures seek to protect your personal information in our possession, no security system is perfect and we cannot guarantee that your personal information will remain absolutely secure in all circumstances or that any privacy settings or security measures contained on the website cannot be circumvented.

The majority of communications on our website (including any submissions through available forms) are sent through the standard HTTP protocol and may be delivered using regular e-mail. Information sent over HTTP is not encrypted. E-mail, while convenient, does pose some risks (e.g., e-mail is not a secure form of communication, is unreliable, can be forwarded, etc.).

The safety and security of your personal information also depends on you. Where you use a password for access to restricted parts of the website, you are responsible for keeping the password confidential. Do not share your password with anyone.

If a security breach causes an unauthorized intrusion into our website or systems that compromises your data, we will notify you and any applicable regulator when we are required to do so by applicable law.

## **Updating Your Personal Information**

If the personal information you have provided to us changes, please let us know. For instance, if your email changes, you wish to cancel any request you have made of us, or if you become aware of inaccurate personal information about you, please contact [info@westjem.org](mailto:info@westjem.org).

We are not responsible for any losses arising from any inaccurate, inauthentic, deficient, or incomplete personal data that you provide to us.

## **Protecting Children**

The website is not intended for children under 16 years of age. *WestJEM* does not knowingly collect personally identifiable information from children under 16. If you are under 16, do not use or provide any information on the website or provide any information about yourself to us (including your name, telephone number, email address, or any screen/user name you may use). If we learn we have collected or received personally identifiable information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at [info@westjem.org](mailto:info@westjem.org).

## **Links to Other Sites**

This site contains links to other websites. *WestJEM* is not responsible for the privacy practices or content of other websites. We encourage you to read the privacy statements of each website that collects your personally identifiable information.

For authors that submit a manuscript to *WestJEM* through [eScholarship](#), the information submitted through this portal is subject to eScholarship's Privacy Policy, which is located at <https://submit.escholarship.org/help/privacy.html>.

## **Changes to This Policy**

*WestJEM* reserves the right to revise, amend, or modify this Privacy Policy, our website, and our other policies and agreements at any time and in any manner. Notice of any revision, amendment, or modification will be posted in accordance with our website [Click Here](#). By continuing to use our website, you agree to any changes in the Policy.

## **Contact Us**

To ask questions or comment about this Policy or *WestJEM*'s privacy practices, contact us at [info@westjem.org](mailto:info@westjem.org).

Our mailing address is:

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