

RecruitMe Privacy Policy

This Privacy Policy describes how Columbia University Irving Medical Center ("**CUIMC**" or "**we**" or "**us**") uses and discloses the personal information we collect from you or someone you authorize to provide information on your behalf ("**Authorized Individual**") when you use this recruit.cumc.columbia.edu, the RecruitMe CUIMC Recruitment Site and all related digital products and services that we own or operate and that link to this Privacy Policy (collectively, the "**Services**"). Personal Information means information about you that reasonably can be linked to you such as your name, email address, and other identifiers. All references to you include your Authorized Individuals, if any.

Please review this Privacy Policy, which is incorporated and made part of our [Terms of Use](#). By using the Services, you confirm that you understand and agree to the provisions contained in these documents. If you do not understand our Privacy Policy, please contact us using the information below. If you do not agree to our Privacy Policy or Terms of Use, you may not use the Services.

This Privacy Policy provides the following information:

- A. [What Information CUIMC Collects](#)
- B. [Data Collection Technologies](#)
- C. [How CUIMC Uses Your Information](#)
- D. [How the Information is Shared with Third Parties](#)
- E. [Choices You Have About How CUIMC Uses Your Information](#)
- F. [How CUIMC Protects Children's Information](#)
- G. [How CUIMC Protects Your Information](#)
- H. [Third Party Links and Interaction](#)
- I. [Note to International Users](#)
- J. [How We May Change this Privacy Policy](#)
- K. [Contact Us](#)

A. What Information CUIMC Collects

CUIMC collects the following information:

- **Information you voluntarily share with us.** We will collect Personal Information that you voluntarily share in the following contexts:
 - when you sign up for the RecruitMe CUIMC Recruitment Website, CUIMC may collect your first name, last name, relation to patient (e.g., self, mother, father) contact information, (e.g., email address, phone number, street address, state, zip code), username and password, demographic information (e.g., sex, race, preferred language, date of birth), as well as your medical and research interests;

- when you register for RecruitMe account as a researcher, CUIMC may collect your first name, last name, suffix, UNI, department (e.g., abdominal surgery, dermatology), Columbia email address, work phone, and role (e.g., research staff, principal investigator); and
- when you send an email or communicate with us through the Services, CUIMC may also collect your name, contact information, and any other Personal Information that you supply directly to the Services in those communications.
- **Information from Third Parties.** CUIMC may collect your Personal Information from sources other than you. For example, when a family member registers you as a patient on the RecruitMe CUIMC Recruitment Website, CUIMC may collect your first name, last name, demographic information, including sex, ethnicity, and date of birth, as well as your medical and research interests.
- **Information Collected Automatically through the Services.** When you navigate the Services, CUIMC may automatically collect certain technical information from your computer or mobile device through a variety of technical methods including cookies and web beacons, and other technologies as you navigate the Services.

If you choose not to provide us with your Personal Information, you may still be able to access and use some of our Services. Note, however, that certain features of our Services that require your information may not be accessible to you.

B. Data Collection Technologies

We may use Cookies and other Data Collection Technologies (e.g., session and persistent cookies, flash cookies, web beacons), and electronically gather information about the technology you use to access the Services and the areas of the Services you utilize. CUIMC passively collects this information for operational purposes such as evaluating, updating and improving the Services. Cookies help us in many ways to make your visit to our websites more enjoyable and meaningful to you. Cookies are text information files that your web browser places on your computer when you visit a website. CUIMC may use such "cookie" technology to obtain information from you as an online visitor. As an example, this might entail recognizing several web page requests coming from the same computer and therefore the same visitor.

C. How CUIMC Uses Your Information

The Personal Information we collect enables us to operate, provide, analyze, and improve the Services, consistent with our commitments in this Privacy Policy. These activities may include, but are not limited to:

- **Providing you the Services.** CUIMC uses your Personal Information to provide the Services, including operating and managing the RecruitMe CUIMC Recruitment Website platform and software, as well as to enhance the performance of the Services and/or create new services.

- **Communicating with you.** CUIMC uses your Personal Information to communicate with you and answer your questions about the Services. Communications between you and a researcher are initiated by you and you are under no obligation to initiate or respond to such communications. You may unsubscribe from receiving marketing emails from us by using the “Unsubscribe” link included in the marketing email. However, if you have registered, you may receive administrative messages such as support updates, technical notices, security alerts, and administrative messages about changes to this Privacy Policy or our Terms of Use, from which you cannot opt out.
- **Preventing illegal activities.** We use your information to detect, investigate, and prevent fraudulent transactions, illegal activities, and violations of our terms. We also may use your information to protect the rights and property of CUIMC and others.
- **Reporting.** CUIMC and our Service Providers might report about business activities and users (you) to others, such as Providers, auditors, potential business partners, other researchers affiliated with CUIMC or public communities.
- **As disclosed.** In addition to those purposes listed above, we may use your information for any other purpose disclosed to you at the time of collection or when you provide your authorization.

D. Sharing Your Information With Third Parties

We will not rent, sell, or share your Personal Information with third parties, including non-affiliated companies, except to provide the Services, when you consent to such disclosure, or under the following circumstances:

- **With Service Providers.** CUIMC may disclose your Personal Information to CUIMC’s Service Providers that provide technical support or other services to CUIMC related to the Service. All such Service Providers are subject to confidentiality obligations through a written contract with CUIMC and may only access and utilize your data for purposes of fulfilling their obligations to CUIMC.
- **With Authorized Individuals.** Authorized Individuals shall be authorized to access your RecruitMe Data profile and to communicate with researchers and/or engage in other transactions with your Providers to the same extent that you are able using RecruitMe. You acknowledge and agree that: (a) you are solely responsible for verifying the identity of, and monitoring the use by, any Authorized Individual you select; and (b) CUIMC has no responsibility or liability in connection with any access to, or use of, your account and information by any Authorized Individual.
- **For legal purposes.** We may share your Personal Information as reasonably necessary to comply with law or a legal process (including a court or government order or subpoena) or government reporting obligation, to detect, prevent, or otherwise address fraud, intellectual property infringement, security or technical issues, to enforce this Privacy Policy and/or the

Terms of Use or otherwise address misuse of the Services, and to protect the rights, property or safety of CUIMC, our members and users, and/or the public.

- ***With Commonly Owned Entities.*** We may share your Personal Information with other companies under common ownership and control of CUIMC, including its subsidiaries or affiliates involved in providing the Services.

E. Choices You Have About How CUIMC Uses Your Information

Your preferences about how we use your information are important to us and, when possible, we aim to honor them. We offer the following choices that you can exercise with regard to your Personal Information.

- ***Managing Your Account.*** You have the following choices regarding the Personal Information you provide to CUIMC for use:
 - Generally, you may change your information through the account setting and account management features. Modifications to your RecruitMe Data profile are not automatically communicated to your Providers or any third-party sources. If you want your Provider or a third party to know of changes within your RecruitMe Data profile, you must inform the Provider or third-party of such changes.
 - You may access your RecruitMe account at any time to review and edit your RecruitMe Data profile. For technical questions related to the RecruitMe product, please access the email recruitme@columbia.edu.
 - You may opt out of receiving communications with regard to the Services by changing your account settings or, if the account settings feature is unavailable, by notifying CUIMC at recruitme@columbia.edu.
- ***Managing Cookies and Other Data Collection Technologies.*** You have a number of options to manage or limit how we and our vendors use Cookies and other Data Collection Technologies:
 - To prevent your data from being used by Google Analytics, you can install Google's [opt-out browser add-on](#).
 - You may be able to disable cookies or choose the types of cookies you wish to allow. Please refer to your browser settings.
- ***Terminating Your Account.*** You may terminate your CUIMC account at any time by notifying us at recruitme@columbia.edu or by terminating your account on your profile. Otherwise, CUIMC will maintain and/or destroy all RecruitMe Data and Personal Information associated with your account in accordance with its then current document retention and destruction policies. Please note that copies of your Personal Information may remain in

researchers, other third-parties' and Authorized Individual Representative's and/or Authorized Individual's records.

F. How CUIMC Protects Children's Information

The Services are not designed for, not intended to attract, or directed toward children under the age of eighteen. CUIMC does not knowingly collect Personal Information from users under the age of eighteen without prior consent of a parent or guardian. Parents or guardians may elect to establish a RecruitMe account for their children through the Services as Authorized Individuals-Representative and, in doing so, expressly consent to the collection, use, and disclosure of a child's personal information as set forth in this Privacy Policy. If a parent or guardian becomes aware that his or her child has directly provided us with Personal Information, please contact us by sending an email to recruitme@columbia.edu.

G. How CUIMC Protects Your Information

We implement physical, technical, and organizational security measures designed to safeguard the personal information we process through the Services from unauthorized access, use, and disclosure. These measures are aimed at providing on-going integrity and confidentiality for your personal information. We evaluate and update these measures on a regular basis. However, we cannot guarantee the security of your personal and other information or the appropriateness of the measures we use to safeguard such information. Please keep in mind that no information system can be 100% secure and any information disclosed online can potentially be collected and used by parties other than the intended recipient.

H. Third Party Links and Interaction

The Services may contain links to other sites operated by organizations not affiliated with CUIMC. We do not review or endorse, and are not responsible for, the privacy policies and/or practices on other sites. By accessing other third party websites through our website, you are consenting to the terms of use and privacy policies of those websites. We do not accept any responsibility or liability for their policies whatsoever as we have no control over them. Please be sure to review third party privacy policies and terms of use to understand how they collect and disclose your information.

I. Note to International Users

If you are accessing this website from a country in the European Union, please note that this website and the information contained in it is not provided for or directed to you. The Services are intended for individuals located in the United States. If you visit our Services or contact us from outside of the United States, please be advised that (1) any information you provide to us or that we automatically collect will be received in the United States; (2) that by using our Services or submitting information, you explicitly authorize its processing in the United States; and (3) that U.S. law may not offer the same privacy protections as the law of your jurisdiction.

J. Changes to this Privacy Policy

As we improve our Services over time, we may need to update this Privacy Policy to reflect new ways we may collect, use, and disclose your Personal Information. CUIMC reserves the right to change the Privacy Policy in its sole discretion without notice. If we make material changes, we will endeavor to notify you of the changes prior to the changes taking effect, such as by posting a notice directly on the Services, by sending an email notification (if you have provided your email address to us), or by any other reasonable method. Your continued use of the Services after receiving notice means that you accept and agree to the terms of the revised Privacy Policy.

K. Contact Us

If you have any questions about this Privacy Policy or our use of your Personal Information collected through the Services, please contact us any time at:

RecruitMe
c/o Clinical Trials Office / CUIMC
154 Haven Avenue
Floor 3
New York, NY 10032 (USA)
recruitme@columbia.edu