



Society for Cardiovascular Magnetic Resonance Website Privacy Policy

Effective Date: March 26th, 2026

Introduction

This Privacy Policy explains how the Society for Cardiovascular Magnetic Resonance (“SCMR,” “us,” “our,” or “we”) collect and processes your Personal Data (defined below). Each time you use our Site, the current version of this Privacy Policy will apply. Accordingly, whenever you use our Site, you should check the date of this Privacy Policy (which appears at the top) and review any changes since the last version. This Privacy Policy is applicable to all Site visitors, registered users, and all other users of our Site.

“Personal Data” is any information that enables us to identify you, directly or indirectly, by reference to an identifier such as your name, identification number, location data, online identifier or one or more factors specific to your physical, physiological, genetic, mental, economic, cultural or social identity.

By visiting www.scmr.org, www.heartmri.org, www.scmr.site-ym.com/general, www.scmr.peachnewmedia.com/store/provider/provider09.php, or related properties, (together the “Site”), you acknowledge that you have read and understood the processes and policies referred to in this Privacy Policy. This Privacy Policy supplements and is incorporated into our Website Terms & Conditions, which may be accessed at <https://scmr.org/wp-content/uploads/2026/03/2026-03-26-SCMR-Terms-and-Conditions-Final.pdf>. If you do not agree with the data practices described in this Privacy Policy, you should not use our Site.

Who we are

For the purposes of the General Data Protection Regulation 2016/679 (the “GDPR”), the Data Controller is the Society for Cardiovascular Magnetic Resonance with a registered address at 1061 East Main Street Suite 300 East Dundee, Illinois 60118 USA.

Our Executive Director, Sophie Squarta is responsible for overseeing questions in relation to this Privacy Policy for the purposes of the GDPR.

If you have any questions or concerns about this Privacy Policy, please contact us using the contact information in this Privacy Policy or by using the Contact Us section on our Site.

How we collect personal data

Personal Data that you give us

We may collect and process the following Personal Data:

- **Contact information**, which you provide when corresponding with us by phone, e-mail or otherwise. This includes information you provide when you participate in discussion

boards or other social media functions on our Site and when you report a problem with our Site. The information you give us may include your name, address, e-mail address, phone number, financial information and/or credit card information.

- **Membership information**, about your membership including your name, contact details such as address, phone number and email address (business or personal), job title and any other information related to your membership. Membership information may be provided by you during the registration process, or by your employer on your behalf.
- **Due payment information**, including financial information such as credit/debit card and account numbers used to register or renew your membership. This information may also be collected by third-party payment processors, you should review the privacy policies and legal notices of the relevant third-party payment processor.
- **Purchase information**, relating to purchases made by members and non-members of event participation (including conferences, webinars, and journal club), online courses, or letters of certification either in-person or via our Site. Purchase information will include financial information as well as information concerning the content and time of the purchase. This information may also be collected by third-party payment processors, you should review the privacy policies and legal notices of the relevant third-party payment processor.
- **Certification information**, relating to certification programs, in which members are granted certification if they meet specified educational/employment experience requirements and/or pass an exam. This may include extensive information about the experience/performance of those certified or accredited. Where the certification concerns an institutions or businesses, this may include similar information identifying employees and other members of staff including volunteers.

Data we collect from you automatically

With regard to each of your visits to the Site we will automatically collect the following information:

- **Technical information**, including the Internet protocol (IP) address used to connect your computer or device to the Internet, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
- **Information about your visit**, including pages you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page, and any phone number used to call our customer service number; and
- **Location information**

Personal Data we collect from others

We may receive information about you from publicly available and third-party databases or services that provide information about business people that we believe will help us identify provide products and services that may be of interest to you. We will obtain your consent before contacting you if required by the law of the country in which you are located.

Non-Personal Data

We collect information that is sent to us automatically by your web browser and we may use this information to generate aggregate statistics about visitors to our Site, including, without limitation:

- IP addresses
- Browser type and plug-in details

- Device type (e.g., desktop, laptop, tablet, phone, etc.)
- Operating system
- Local time zone

We may use non-Personal Data for various business purposes such as providing customer service, fraud prevention, market research, and improving our Site. Please check your web browser if you want to learn what information your browser sends or how to change your settings.

How we use your Personal Data

We will only process your Personal Data, including sharing it with third parties, where (1) you have provided your consent which can be withdrawn at any time, (2) the processing is necessary for the performance of a contract to which you are a party, (3) we are required by law, (4) processing is required to protect your vital interests or those of another person, or (5) processing is necessary for the purposes of our legitimate commercial interests. We will not process your Personal Data in a way that infringes on your privacy rights, as described in this Privacy Policy.

Personal Data that you give us

We may use Personal Data that you provide directly to us for the following purposes:

- to carry out our obligations arising from your membership, or any other contract entered into between you and us and to provide you with the information, products and membership services that you request from us;
- to organize events that you have purchased or registered for, and to provide you with information, and other materials, relating to the content of the event, the speakers, sponsors and other attendees;
- to provide our newsletter and other publications;
- to respond to your questions and provide related membership services;
- to provide you with information about other events, products and services we offer that are similar to those that you have already purchased, provided you have not opted-out of receiving that information;
- to provide you, or permit selected third parties to provide you, with information about events, products or services we feel may interest you, provided you have given your consent;
- to notify you about changes to our membership service; and
- to ensure that content from our Site is presented most effectively for you and your computer.

Information we collect about you

We will use Personal Data that we have collected about your use of our Site:

- to administer our Site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our Site to ensure that content is presented most effectively for you and your computer;
- as part of our efforts to keep our Site safe and secure;
- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you; and
- to make suggestions and recommendations to you and other users of our Site about goods or services that may interest you or them.

Personal Data we receive from other sources

We will combine this information with information you give to us and information we collect about you. We will use this information and the combined Personal Data for the purposes set out above (depending on the types of information we receive).

When we share and who can access your Personal Data

We may share your Personal Data for the purposes described in this Privacy Policy with:

- a member of our group
- partners, suppliers and sub-contractors, for the performance of obligations arising from your membership, or any other contract we enter into with them or you or to provide you with the information, products and membership services that you request from us
- analytics and search engine providers that assist us in the improvement and optimization of our Site
- trusted third-party companies and individuals to help us provide, analyze, and improve the Site and our membership services (including but not limited to data storage, maintenance services, database management, web analytics and payment processing)
- in the event that we sell or buy any business or assets, in which case we will disclose your Personal Data to the prospective seller or buyer of such business or assets

We will only transfer your Personal Data to trusted third-parties who provide sufficient guarantees in respect of the technical and organizational security measures governing the processing to be carried out and who can demonstrate a commitment to compliance with those measures.

Selling your Personal Data

We will never sell your Personal Data to third parties without your opt-in consent. For marketing purposes only, SCMR may disclose or utilize Personal Data if it is included in a user's existing profile information.

Security

Although we use security measures to help protect your Personal Data against loss, misuse or unauthorized disclosure, we cannot guarantee the security of information transmitted to us over the internet.

All information you provide to us is stored on secure servers.

Any payment transactions will be encrypted using SSL technology.

Please understand that residual copies of Personal Data can be stored in locations or formats that make complete erasure extremely difficult. In addition, we may retain some Personal Data in order to comply with applicable laws, regulations, rules and court orders. The best way to ensure you control your information is to give us only the Personal Data that you are completely comfortable sharing with us.

Transfer of Personal Data outside of the European Economic Area (“EEA”) and International Users

We are headquartered in the United States. Your Personal Data may be accessed by us or transferred to us in the United States or to our affiliates, partners, merchants, or service providers

who are located worldwide. If you are visiting our Site from outside the United States, be aware that your information may be transferred to, stored, and processed in the United States where our servers are located, and our central database is operated. By using our Service, you consent to any transfer of this information.

How Long We Store your Personal Data

We will store your Personal Data, in a form which permits us to identify you, for no longer than is necessary for the purpose for which the Personal Data is processed. We may retain and use your Personal Data as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements and rights, or if it is not technically reasonably feasible to remove it. Consistent with these requirements, we will try to delete your Personal Data quickly upon request.

Retention

We will retain your information for as long as your account is active or as needed to provide you with our Site. If you wish to cancel your account or request that we no longer use your information to provide you service, contact us hq@scmr.org. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. We maintain one or more databases to store your Personal Data and may keep such information indefinitely.

Where we store your personal data

The Personal Data that you provide to us is generally stored on servers located in the United States. If you are located in another jurisdiction, you should be aware that once your Personal Data is submitted through our Site, it will be transferred to our servers in the United States and that the United States currently does not have uniform data protection laws in place.

Cookies and Third Party Tracking Devices

We use cookies and similar tracking technologies to track the activity on our Service and hold certain information.

Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

We use different types of cookies on our Site to perform the functions listed above. A visit to our Site could generate the following types of cookies:

- “Strictly necessary” cookies, which are first party cookies that must be set to allow us to deliver the Site and provide you with specific services;
- “Performance” cookies, which are first party cookies that help us collect information about how visitors use our Site and allow us to complete site analysis and improvements. Performance cookies will remain on your computer after you close your browser;

- “Functionality” cookies, which allow our Site to remember your choices or preferences. These cookies enable you to move around our Site and use its features and allow us to offer you a personalized experience while using the Site. They are not used to track your browsing activity on other websites. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly;
- “Analytics” cookies, which allow us to see how you use our Site in order to enhance their performance and develop them according to the preferences of our customers and visitors; and

“Third Party Cookies,” which are types of cookies deployed by third parties. Cookies stay on your device for different periods of time depending on the type of cookie that is placed.

We may use Google Analytics, a tool provided by Google Inc. for analytics services. Google’s use and collection of this data is governed by its own privacy policy, which can be found at: <https://policies.google.com/privacy?hl=en-US>.

Children’s Privacy

We do not knowingly collect personally identifiable information from anyone under the age of 13 (“Children”). If you are a parent or guardian and you are aware that your Children has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

Links to Third Party Sites and Services

Our Sites may contain links to third party websites, applications and services not operated by us. These links are provided as a service and do not imply any endorsement by us of the activities or content of these sites, applications or services nor any association with their operators. Company is not responsible for the privacy policies or practices of any third party including websites or services directly linked to our Service. We encourage you to review the privacy policies of any third party site that you link from our Service.

Your rights

Correction and removal

If any of the information that we have about you is incorrect, or you wish to have information (including Personal Data) removed from our records, you may do so by visiting the your member profile, or contacting us at hq@scmr.org.

Opting Out

Additionally, if you prefer not to receive marketing messages from us, please let us know by clicking on the unsubscribe link within any marketing message that you receive, or by sending a message to us at hq@scmr.org.

Privacy Rights of United States Residents

Rights under State Laws. Certain states in the U.S., including California, Colorado, Connecticut, Delaware, Florida, Indiana, Montana, Oregon, Tennessee, Texas, Utah, and Virginia provide (or will in the future provide) their state residents with rights related to their Personal Data. Some such rights apply generally, but certain of such rights will only apply to a limited set of individuals or in limited circumstances, depending on a person's jurisdiction of residence. To the extent that these laws apply, you may exercise the following rights:

- **Right to Know and Access Information.** Note that much of the information you are entitled to know or access is disclosed in this Privacy Policy. With that said, you have the right to know about our Personal Data processing practices. You also have the right to know and access the categories of Personal Data we collect, with whom we share or sell that Personal Data, and, in some cases, what specific Personal Data we associate with you or your account.
- **Right to Data Portability.** If you request a copy of your specific Personal Data, then we will provide it in an easily accessible format.
- **Right to Deletion or Erasure.** You may request that we delete the Personal Data we have collected about you. Depending on the applicable law, in some cases we are required or permitted to retain your Personal Data, even if you validly request that we delete or erase it.
- **Right to Correct Information.** You may request that we correct or rectify any inaccuracy in the Personal Data that we have collected about you.
- **Right to Opt-Out of Targeting Advertising, Sales, or Profiling.** You may opt-out of our use of your Personal Data for targeted advertising, sales, or profiling in furtherance of decisions that produce legal or similarly significant effects.

If you wish to exercise any of the rights set out above, or if you have a complaint please contact us using the contact information provided in this Privacy Policy. SCMR commits to resolve complaints about our collection or use of your Personal Data. Inquiries or complaints regarding the processing of Personal Data should first be directed to us at hq@scmr.org.

Appeal. If we deny your rights request, you have the right to request an appeal of our decision. To initiate an appeal, follow the instructions provided in the communication denying your request, or contact us using the contact information provided in this Privacy Policy.

Non-Discrimination. You may have the right not to experience discrimination by us for exercising the rights in this section, depending on your state of residence. What we mean by discrimination is denying your access to our Services or limiting the quality of our Services.

Email Communications. If at any time you do not wish to receive offers and e-mails from us, we ask that you tell us. You may remove your name from our mailing list by sending us an e-mail addressed to hq@scmr.org and indicating the subject line "No Offers or E-mail." Note that some messages are required, service-related messages such as transaction confirmation messages, legal notices, or updates of which you may not opt-out.

Global Privacy Control. Certain U.S. state residents may opt out of tracking technologies by broadcasting an opt-out preference signal, such as the Global Privacy Control (“GPC”) (on the browsers and/or browser extensions that support such a signal). To download and use a browser supporting the GPC browser signal, click here: <https://globalprivacycontrol.org/orgs>. If you choose to use the GPC signal, you will need to turn it on for each supported browser or browser extension you use. If this signal is employed while visiting our website, we will stop data sharing immediately.

Your European Rights

FOR EUROPEAN RESIDENTS ONLY. You have the right to ask us not to process your Personal Data for marketing purposes. We will usually inform you (before collecting your Personal Data) if we intend to use your Personal Data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your Personal Data. You can also exercise the right by contacting us using the Contact Us section on our Site.

Under European data protection law, in certain circumstances, you have the right to:

- **Request access to your Personal Data.** You may have the right to request access to any Personal Data we hold about you as well as related information, including the purposes for processing the Personal Data, the recipients or categories of recipients with whom the Personal Data has been shared, where possible, the period for which the Personal Data will be stored, the source of the Personal Data, and the existence of any automated decision making.
- **Portability.** If we maintain your Personal Data based on your consent or so that we can enter into or perform under a contract with you, you have the right to obtain your Personal Data from us that you consented to give us, that is necessary to enter into or perform the contract, or that is necessary to provide member benefits to you. We will give you your Personal Data in a structured, commonly used and machine-readable format.
- **Request correction of your Personal Data.** You may have the right to obtain without undue delay the rectification of any inaccurate Personal Data we hold about you.
- **Request erasure of your Personal Data.** You may have the right to request that Personal Data held about you is deleted.
- **Object to processing of your Personal Data.** You may object to the processing of your Personal Data in certain circumstances when we process your Personal Data for the purposes of our legitimate interests.
- **Request restriction of processing your Personal Data Request transfer of your Personal Data.** You may have the right to request transfer of Personal Data directly to a third party where this is technically feasible.
- **Withdraw your consent.** If we are processing your Personal Data based on your consent to do so, you may withdraw that consent at any time.

In addition, where you believe that SCMR has not complied with its obligations under this Privacy Policy or European law, you have the right to make a complaint to an EU Data Protection Authority, such as the UK Information Commissioner’s Office.

You can exercise any of these rights by contacting us using the Contact Us section on our Site.

Changes to this Privacy Policy

If we make any material changes to this Privacy Policy or the way we use, share or collect personal Data, we will notify you by revising the “Effective Date” at the top of this Privacy Policy, posting an announcement of the changes on our Site, or sending an email to the email address you most recently provided us (unless we do not have such an email address) prior to the new policy taking effect.

Any changes will become effective upon the posting of the revised Privacy Policy on the Site. By continuing to use the Site after such changes, you will be deemed to have agreed to such changes.

If you do not agree with the terms of this Privacy Policy, in whole or in part, you can choose to not continue to use the Site.

Links to Third-Party Websites

This Privacy Policy only applies to our Site. The Site may contain links to third-party websites whose privacy practices differ from ours. We are not responsible for the content or privacy practices of those third-party websites. The inclusion of a link on the Site does not imply endorsement of the linked website or service by us. We encourage you to review the privacy policies and legal notices posted by any third-party websites.

Contact Information

We are committed to protecting your personal privacy. If you have questions or comments about our efforts to protect your personal privacy, or if you require additional information about our privacy commitment, please contact us using the contact information below:

Phone: 847-752-4657

Email: hq@scmr.org