# Privacy Policy

Manual Osteopathic College of Canada("MOCC") respects the privacy of its Internet users and will protect that privacy as vigorously as possible.

MOCC does not collect information that personally identifies individuals except when individuals provide such specific information on a voluntary basis. There may be occasions where specific personal information is requested before an individual can enter certain sections of a MOCC website. For example, registration is needed to purchase products from the online store. This kind of registration helps us to ensure that content standards on these sections of the site are rigorously upheld or that contact can be made with consumers. Information requested in order to personalize the MOCC website or access to forums is a similar example.

MOCC works with AdRoll retargeting, who uses technology including web beacons and cookies to collect data about our website usage and to improve the effectiveness of our marketing. Data recorded through the use of this technology is aggregated and shared with us. No personally identifiable information about you is collected or shared by AdRoll with MOCC. You can opt-out of AdRoll and their partners by visiting this link https://www.adrollgroup.com/privacy.

In all such cases, MOCC will collect only information that is voluntarily provided by the user and undertakes that such information will be kept strictly confidential. Individual information provided to MOCC to gain access to any MOCC websites will not be sold or made available to a third party.

MOCC does reserve the right, however, to perform statistical analyses of user behaviour and characteristics, in order to measure interest in and use of the various sections of its sites so as to improve design and navigation and to gather marketing information. Only aggregated data from these analyses, not individual data, will be used for this purpose.

As well, users should be aware that certain non-personal information and data may be automatically collected by MOCC through the operation of what are called "cookies". "Cookies" are small text files that identify an individual computer's browser entering a web site. They allow the site to track that browser's movement through the site over several sessions. Through cookies, a web site can recognize repeat users, facilitate the user's access to and use of the site and allow a site to track usage behaviour that will allow content improvements. MOCC uses cookies only for the above-mentioned purposes and will not use them to identify users or to track non- MOCC usage.

If you do not want a cookie placed on your computer by MOCC, you may disable cookies altogether by modifying the Preferences section of your internet browser (under Edit/Preferences/Advanced). Note that it is possible that some aspects MOCC websites may be unavailable to you if you choose this option. If you have no problem accepting cookies, but wish to be informed of their appearance, you may turn on a warning prompt by modifying the cookie warning section in Edit/Preferences/Advanced.