



# AMERICA'S ESSENTIAL HOSPITALS

August 2013

## Privacy Policy

IN THIS POLICY, THE TERM “YOU” REFERS TO THE INDIVIDUAL USER OF THIS SITE AND “ORGANIZATION” REFERS TO THE COMPANY OR OTHER ENTITY ON WHOSE BEHALF THE USER USES THE SITE. BY USING THIS WEBSITE, YOU AGREE TO THE TERMS AND CONDITIONS CONTAINED IN THIS PRIVACY POLICY. PLEASE READ THE FOLLOWING CAREFULLY BEFORE USING THIS SITE AND LOOK FOR UPDATED VERSIONS OF THIS POLICY IN SUBSEQUENT VISITS TO OUR SITE:

### 1. What This Policy Covers.

This website, [www.essentialhospitals.org](http://www.essentialhospitals.org) (“Site”), is owned and operated by America’s Essential Hospitals (“Association”), formerly the National Association of Public Hospitals and Health Systems. Because your privacy is important to us, we have adopted the following policy regarding the use of your personal information that we receive from you through this Site. If you have any questions about this Privacy Policy, the practices of this Site, or your dealings with this Site, you can contact America’s Essential Hospitals at [membership@essentialhospitals.org](mailto:membership@essentialhospitals.org).

### 2. What Information Do You Gather?

Most data collected here is used only to help us better serve our member hospitals and health systems. It is our general policy to collect and store only personal information that our members and visitors knowingly provide. If our privacy policies change, we will notify all users by email or a special announcement on the website.

- a. *From general users.* America’s Essential Hospitals and its research affiliate, the Essential Hospitals Institute (“Institute”), formerly the National Public Health and Hospital Institute, do not collect any

personal information from users browsing its website. Only aggregate data—such as the number of hits per page—are collected. Aggregate data are used only for internal and marketing purposes and do not provide any personally identifying information.

- b. *From association members, conference registrants, and other customers.* To gain access to members-only resources and personalization features on [www.essentialhospitals.org](http://www.essentialhospitals.org), members and other users are asked to register and provide some limited information. This information is submitted voluntarily. The Association and Institute ask users to provide their name, title, organization name, mailing address, business phone, business fax, and email address. Similar information may be submitted through conference, webinar, educational program application, and/or award nomination submissions. Additionally, for some emails sent in HTML format, the Association and Institute will collect specific information regarding what the recipient does with that email. For those emails, the Association and Institute will monitor whether a recipient subsequently clicks through to links provided in the message. Other information collected through this tracking feature includes: email address of a user, the date and time of the user's "click," a message number, name of the list from which the message was sent, tracking URL number, and destination page. This information is used only to enhance Association products and distribution of those products to members. This information is not sold or distributed in any other manner.

### **3. How Do the Association and Institute Use Data Collected?**

America's Essential Hospitals and Essential Hospitals Institute use information voluntarily submitted by members and other customers in the following ways:

- a. *Association services and products.* Generally, the Association and Institute use data collected to improve website content; to respond to visitors' interests, needs, and preferences; and to develop new products and services.
- b. *Disclosures to third parties.* The Association and Institute also make contact information available through the Association's membership directory to other members using its website. In addition, the Association may incorporate information users provide into printed

copies of its membership directory. The Association and Institute may also provide limited data to third parties that offer products and services, or sponsor activities and programs. These limited data include names, job titles, company and business addresses, business phone numbers, and email addresses. Users may request the Association and Institute refrain from disclosing the data it collects by contacting America's Essential Hospitals at [membership@essentialhospitals.org](mailto:membership@essentialhospitals.org) or 202-585-0100.

**4. Credit Card Account Information**

The Association does not disclose credit card account information provided by its members and customers. When members and customers choose to pay using their credit cards, the Association submits the information needed to obtain payment to the appropriate clearinghouse.

**5. How Do the Association and Institute Use Cookies?**

Cookies are files that contain information created by a Web server that can be stored on a User's hard disk for use either during a particular session ("per-session" cookie) or for future use ("persistent" cookie). The Association and Institute use cookies only to facilitate automated activity, store and track passwords, determine appropriate solicitations, and review navigation patterns. Cookies are not used to disseminate significant information about Users over the Internet or to analyze any information that Users have knowingly or unknowingly provided. When a user registers, the system will ask whether the user approves of the attachment of a cookie. Users may instruct their Internet browsers to opt out of accepting a "persistent" cookie and rather accept only a "per-session" cookie, but will need to log in each time they visit the site to enjoy the full benefits. If the user declines the attachment of any cookie, the user may not have access to the full benefits of the website. Registration enables the site to better determine members' interest areas and provide the most relevant information.

**6. What Privacy Issues Arise with Links to Other Sites?**

This website contains links to other websites. The Association and Institute have no control over and the organization is not responsible for the privacy policies or content of such sites.

**7. What Means of Redress Are Available?**

If you suspect the Association or Institute has handled personal information in a manner that does not comply with this privacy statement, please contact us by email at [membership@essentialhospitals.org](mailto:membership@essentialhospitals.org) or by phone at 202-585-0100.