

October 1, 2009

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.naph.org (“Site”), is owned and operated by National Association of Public Hospitals and Health Systems (“NAPH”). 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 NAPH at membership@naph.org.

2. **What Information Do NAPH and NPHHI Gather?**

Most data NAPH and NPHHI collect is used only to help us better serve our members. 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 e-mail or a special announcement placed on the Web site.

- a. **From General Users.** NAPH and NPHHI do not collect any personal information from users browsing its Web site. Only aggregate data—such as the number of hits per page—are collected. Aggregate data are only used for internal and marketing purposes and do not provide any personally identifying information.
- b. **From NAPH and NPHHI Members, Conference Registrants, and Other Customers.** To gain access to members-only resources and personalization features on www.naph.org, members and other users are asked to register and provide some limited information. This information is submitted voluntarily. NAPH and NPHHI ask users to provide their name, title, organization name, mailing address, business phone, business fax, and e-mail. Similar information may be submitted to NAPH and/or NPHHI through conference, webinar, educational program application, and/or award submission. Additionally, for some e-mails sent in HTML format NAPH and NPHHI will collect specific information regarding what the recipient

does with that email. For those emails, NAPH and NPHHI 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. NAPH and NPHHI only use this information to enhance its products and distribution of those products to its members. This information is not sold or distributed in any other manner.

3. How Do NAPH and NPHHI Use Data Collected?

NAPH and NPHHI use information voluntarily submitted by members and other customers in the following ways:

- a. **NAPH and NPHHI Services and Products.** Generally, NAPH and NPHHI use data collected to improve its own web content; to respond to visitors' interests, needs and preferences; and to develop new products and services.
- b. **Disclosures to Third Parties.** NAPH and NPHHI also make contact information available through the NAPH Membership Directory to other members using its Web. In addition, NAPH incorporates information users provide into hard copies of the Membership Directory that it provides to members. NAPH and NPHHI may also provide limited data to third parties that offer products and services, or sponsor NAPH and NPHHI activities and programs. These limited data include names, job titles, companies and business addresses, business phone numbers, and email address. Users may request NAPH and NPHHI refrain from disclosing the data it collects by contacting NAPH at membership@naph.org or 202-585-0100.

4. **Credit Card Account Information.** NAPH and NPHHI do not disclose credit card account information provided by its members and customers. When members and customers choose to pay using their credit cards, NAPH and NPHHI submit the information needed to obtain payment to the appropriate clearinghouse.

5. How Do NAPH and NPHHI 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). NAPH and NPHHI uses 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 login 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 Web site contains links to other web sites. NAPH and NPHHI 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 NAPH or NPHHI has handled its personal information in a manner that does not comply with this privacy statement, please contact us by e-mailing to membership@naph.org or by calling 202-585-0100.