

PRIVACY POLICY

Last Updated [September 13, 2018]

WakeMed (referred to in this Privacy Policy as "WakeMed", "we," "us," or "our"), values the privacy of our customers. Any personal information, such as your name, address, email address, and phone number, that you provide to us is important and will be treated with the utmost care, respect, and privacy. We will not sell, share, or otherwise distribute your personal information to third parties, except as set forth in this Privacy Policy. If you have questions or concerns regarding our website's privacy statement, please contact us by telephone at (919) 350-8115 or submit a "Contact Us" form at <https://www.wakemed.org/contact-us-form>

Your Consent; Changes to this Privacy Policy

By accessing and using this website, including any content, functionality, products, and services delivered through the domain www.wakemed.org (collectively, the "Site"), you agree to the terms of this Privacy Policy. Whenever you submit information via this Site, you consent to the collection, use, and disclosure of that information in accordance with this Privacy Policy. If you do not agree with our policies and practices, you must not use or access our Site.

In general, you can visit www.wakemed.org without disclosing any personal information. However, we collect the IP (Internet Protocol) addresses of all visitors to our Site and other related information such as page requests, browser type, operating system, and average time spent on our Site. We use this information to monitor and improve our Site. For further information regarding this topic, please refer to the "Passive Information Collection" section below.

This Privacy Policy may change from time to time at our sole discretion. If we decide to change this Privacy Policy, we will post the changes on this page so that you are aware of what information we collect, how we use it, and under what circumstances we disclose it. Any changes to this Privacy Policy will be in effect as of the "Last Updated" date referenced in this Privacy Policy. Your continued use of the Site after we have posted such changes constitutes your acceptance of, and agreement to be bound by, such changes.

Information Collected

The information collected is used by us, and by affiliates and businesses directly associated with us. If you need to provide personal information to access features or services on this Site, we will clearly disclose how the information will be used. We do not sell, trade, or rent your personally identifiable information to others. However, we may share your personally identifiable information with our other businesses or affiliates, our agents, contractors, or business partners in order that they may perform services for us, including the delivery of services, product information, and other valid business communications to you on our behalf.

In addition, since we conduct analytics on user demographics, interests, and behaviors based upon information provided to us during use of our Site, we may combine your information with information collected from other individuals to produce anonymous, aggregated, and statistical information. Such aggregated and statistical information does not include personally identifiable information.

We also may share this aggregated and statistical information, which does not identify particular individuals nor associate particular individuals with illnesses or conditions, with our partners and/or other third parties.

In the event WakeMed engages in a business transition, such as a merger, acquisition by another organization, or sale of all or a portion of its products or assets, your personal information will likely be transferred. We will make every effort to notify you via email, letter, or public posting of any such change in the control of your personal information. At the time of our notification, you will be given a clear choice to allow or not allow the use of your personal information for secondary purposes such as product information, research, and other valid business communications.

We may provide information to regulatory authorities and law enforcement officials in accordance with applicable law, or when we otherwise believe in good faith that the law requires it. There may be instances when we may access or disclose your information in order to protect or defend the legal rights or property of WakeMed and its affiliated companies or their employees and agents, to protect the safety and security of users, and to protect against fraud.

Passive Information Collection

As you navigate through this Site, certain anonymous information can be passively collected (that is, gathered without your actively providing the information) using various technologies, such as cookies, Internet tags, or web beacons, and navigational data collection (log files, server logs, clickstream).

Your Internet browser automatically transmits to this Site some of this anonymous information, such as the URL of the website you just came from and the Internet Protocol (IP) address and the browser version your computer or device is currently using. This Site may also collect anonymous information from your computer or device through cookies and Internet tags or web beacons. You may set your browser to notify you when a cookie is sent or to refuse cookies altogether, but certain features of this Site may then be inaccessible or not function properly.

This Site may use and combine such passively collected anonymous information to provide better service to Site visitors, customize the Site based on your preferences, compile and analyze statistics and trends, and otherwise administer and improve the Site for your use. Such information is not combined with personally identifiable information collected elsewhere on the Site unless you have consented to such use.

Cookies

We use cookies (a small file stored on your hard disk drive) to record information from your time visiting our Site. Cookies may contain different types of information such as your Site preferences and login information, for portals related this website, such as MyChart, Job applications, and class registrations,

We do not use cookies to link to personally identifiable information on our Site.

Analytics Technologies

We may use Google Analytics or other similar technologies (the “Analytics Technologies”) to collect and process certain information about you and your use of our Site. The information collected by the Analytics Technologies is statistical data and does not include personally identifiable information, and we do not maintain it or associate it with personally identifiable information collected elsewhere. **You may learn more about how Google uses the information it collects by visiting the following site “How Google uses data when you use our partners' sites or apps” (located at <https://www.google.com/policies/privacy/partners/>). Google’s ability to use and share information collected by Google Analytics about your visits to our site is restricted by the Google Privacy Policy (located at <https://www.google.com/policies/privacy/>).**

If you do not want your information collected with Google Analytics, you can install the Google Analytics opt-out browser add-on. To opt-out of Google Analytics, visit the Google Analytics opt-out page (located at <https://tools.google.com/dlpage/gaoptout>) and install the add-on for your browser. For more details, visit the “Google Analytics opt-out browser add-on” page (located at <https://support.google.com/analytics/answer/181881?hl=en>).

Do Not Track Policy

“Do Not Track” is a proposed standard that is currently under development. As it is not yet finalized, we adhere to the standards set out in this privacy policy and **we do not currently respond to “Do Not Track” signals on our Site.**

Use of Personal Information

If you supply us with your postal or email address, you may receive periodic emails or mailings from us with information on products and services provided by WakeMed, upcoming events, and other promotional information.

Persons who supply us with their telephone numbers may receive telephone contact from us with information regarding WakeMed products and services, upcoming events, and other promotional information. By supplying us with this information, you are consenting to receive such telephone contact.

Opt-Out

If you do not want to receive email, postal mail, or telephone contact from us in the future, please let us know that you want to be put on our “do-not-contact/share” list by contacting us by either submitting a "Contact Us" form at <https://www.wakemed.org/contact-us-form> or calling us at (919) 350-8000. When doing so, please provide us with your exact name, email and/or postal address, and telephone number. We will be sure your name is removed from our mailing lists and added to our “do-not-contact/share” list within a few days.

Links to Electronic Health Records and Payment Portal

We supply the information to the service providers and payment gateways that enable us to process credit card payments. Credit card information may be stored temporarily to process refunds and/or

recurring payments, as requested at the time of disclosure. When utilizing those service providers, you will be subject to that provider's terms of use and privacy policy.

Other Sites

As a resource to our visitors, we provide links to other sites. We try to carefully choose sites that we believe are useful and meet our standards. However, we do not guarantee the standards of every site to which we link, nor are we responsible for the content of non-WakeMed sites. Links to external sites may be provided only for convenience and/or for informational purposes, and in no way constitute an endorsement by WakeMed.

Please be aware that third-party sites that have links on our sites may collect personally identifiable information from you. These third parties may also use cookies or other tracking technologies to collect information about you when you use our Site. The information they collect may be associated with your personally identifiable information or they may collect information, including personally identifiable information, about your online activities over time and across different sites and other online services. They may use this information to provide you with targeted content. We do not control these third parties' tracking technologies or how they may be used. The information practices of those sites linked to us, either through advertisements or other hyperlinks, are not covered by this Privacy Policy. We suggest that when linking to another site, you always read that site's privacy policy before volunteering any personally identifiable information on that site.

Children

This Site is not intended for children under the age of 18. We will not knowingly collect personally identifiable information through this Site from visitors under the age of 18. If you believe we might have any information from or about a child under the age of 18, please contact us by any of the means listed in our "How to Contact Us" section below.

Security

WakeMed operates networks protected by firewall and password protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary.

The safety and security of your information also depends on you. Where we have given you (or you have chosen) a password for access to certain parts of the Site, you are responsible for keeping this password confidential. Do not share your password with anyone.

Unfortunately, the transmission of information via the Internet is not completely secure. Although we do our best to protect your personally identifiable information, we cannot guarantee the security of your personally identifiable information transmitted through the Site. Any transmission of personally identifiable information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide.

How to Contact Us

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