

## **PRIVACY POLICY**

Tampa Bay Healthcare Collaborative (TBHC) recognizes the importance of protecting the privacy of all information provided by our members, users of our web sites, registrants for our events, recipients of our e-mail newsletters and all of our sponsors and advertisers. We created this policy with a fundamental respect for our users' right to privacy and to guide our relationships with our users. This privacy statement discloses the privacy practices for all products and services owned by TBHC.

### **Information Collection and Use**

TBHC collects information from our members, website users, subscribers and advertisers. In this section of our privacy policy, we will describe the type of information we collect and how we use it to provide better services to our users/members.

### **Registration for Events**

When participating in our events (such as quarterly meetings) registration may be required. During registration, users are required to give their contact information (such as name, e-mail address, mailing address and phone number). We also may collect demographic information as well. For internal purposes, we use this information to communicate with users and provide requested services. We use aggregate demographic information about our audience to improve our service, for marketing purposes and/or industry reporting purposes for our funders. Many of our products and services are free to participants and members. In order to do that, we may collect unique identifiers which may require a login and password for some areas of our sites. For our services that require payment, we also collect credit card information (such as account name, number and expiration date), which is used for billing purposes only, and is not otherwise shared.

### **Members/Subscribers**

If users wish to subscribe to our Membership, Service(s) or other marketing programs, we ask for contact information (such as name, phone, e-mail address and, occasionally, demographic information). We use this information in the same manner as we use contact information in the registration and ordering process described above. Recipients of our newsletters can unsubscribe using the instructions listed at the end of the e-mail newsletter.

### **Surveys and Contests**

From time to time we invite users to provide information via surveys or contests (for example, our Volunteers For Health Awards). Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether to disclose requested contact information (such as name and mailing address) and demographic information (such as zip code or job title). In addition to other uses set forth in this policy, contact information collected in connection with surveys and contests is used to notify the winners and award prizes, to monitor or improve the use and satisfaction of the site, and may be shared with sponsors of such surveys or contests.

### **Communications with Us**

We have features where users can submit information to us (such as our evaluation forms). Letters to the director and similar submissions may be made public. Requests for service, support or information may be forwarded as needed to best respond to a specific request. We may retain e-mails and other information sent to us for our internal administrative purposes, and to help us to serve users better. In order to best serve our users/subscribers, we may send updates that contain important information

about our sites and services. For example, we send new members a welcoming message, and may require the member to verify password and username for our password-protected sites. We may also communicate with a user to provide requested services and for account-related issues via e-mail, phone or regular mail. Users can choose not to receive these communications, as set forth in our Permission section below.

### **Automatic Data Collection**

For our internal purposes, we gather date, time, browser type, header, menu history and IP address of all visitors to our site. This information does not contain anything that can identify users personally. We use this information for our internal security audit log, trend analysis and system administration, and to gather broad demographic information about our user base for aggregate use.

We may combine demographic information supplied by a subscriber at registration with site usage data to provide general profiles, in aggregate non-personally identifiable form, about our users and their preferences in the content of the site and advertising. We may share this composite information with our advertisers and business affiliates to help them better understand our services.

### **Who Your Information is Shared With**

When we have co-branded, customized, private label, powered by or sponsored products and services, or when we join with other parties to provide specific services, we may share (provide and receive) personal information with them. We do not share credit card information with such third parties. At this web site as well as related sites, some information may be shared with selected advertisers if a user affirmatively clicks through on a link/ad to such advertiser at those sites or in e-mails.

On occasion, we may provide targeted lists of names and offline and online contact information for marketing purposes to third parties, subject to our Permission policies. We give users the option of not having their name or contact information disclosed to third parties, as set forth in the Permission section.

Other than as set forth above, we do not share personally identifiable information with other companies, apart from those acting as our agents in providing our product(s)/service(s), and which agree to use it only for that purpose and to keep the information secure and confidential. Also, our organization, subsidiary and affiliate organizations, entities into which our organization may be merged, or entities to which any of our assets, products, sites or operations may be transferred, will be able to use personal information. We will also disclose information we maintain when required to do so by law, for example, in response to a court order or a subpoena or other legal obligation, in response to a law enforcement agency's request, or in special cases when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to or interference with (either intentionally or unintentionally) our rights or property. Users should also be aware that courts of equity, such as U.S. Bankruptcy Courts, might have the authority under certain circumstances to permit personal information to be shared or transferred to third parties without permission.

We may share aggregate information, which is not personally identifiable, with others. This information may include usage and demographic data, but it will not include personal information.

### **Correction / Updating Personal Information**

If a user's personally identifiable information changes (such as zip code), or if a user no longer desires our product(s)/service(s), we provide a way to correct or update that user's personal data. The user should contact [Director@tampabayhealth.org](mailto:Director@tampabayhealth.org) for the applicable product or service.

### **Permission**

Our users are given the opportunity to choose whether to receive information from our affiliates and TBHC not directly related to the registered services. Users also have the opportunity to choose whether to have personal information shared with third parties for marketing purposes. Instructions for how to exercise this choice are contained in e-mails sent by us, on our websites and other marketing materials. Please note that we will endeavor to implement requests within a reasonable time, although for a time users may continue to receive mailings, etc., transmitted based on information released prior to the implementation of the request. Users will continue to receive information directly related to their registered services, so they always are kept informed.

### **Security**

We use reasonable precautions to protect our users' personal information and to store it securely. Sensitive information that is transmitted to us online (such as credit card number) is encrypted through our merchant providers and is transmitted back to us securely. In addition, access to all of our users' information, not just the sensitive information mentioned above, is restricted. Only TBHC authorized staff, who need the information to perform a specific job granted access to personally identifiable information. Finally, the servers on which we store personally identifiable information are kept in a secure data center environment.

### **Links**

Our web sites contain links to other sites. The Tampa Bay Healthcare Collaborative is not responsible for the privacy practices or content of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each web site to which we may link that may collect personally identifiable information.

### **Notification and Changes**

If we change our privacy policy, we will post those changes on this page so our users are aware of what information we collect, how we use it and under which circumstances, if any, we disclose it. Users should check this policy frequently to keep abreast of any changes. For questions about this privacy statement, the practices of this site or any dealings with the Tampa Bay Healthcare Collaborative, contact us at: [Director@tampabayhealth.org](mailto:Director@tampabayhealth.org).