Privacy Policy

Truman Medical Center, Incorporated d/b/a University Health (“UH,” “we,” “us,” or “our”) respects your privacy and is committed to protecting it through compliance with this policy. This policy describes the types of information that may be collected from you when you visit UH’s patient-facing website, portals, mobile and desktop applications, email and messaging platforms, and any other websites or applications we may provide that link to this policy (collectively, our “Services”). This policy does not apply to Services that link, post, or reference a different privacy policy. This policy further explains our practices for using, maintaining, protecting, and disclosing this collected information.

Please read this policy carefully. By accessing or using our Services, you agree to accept this policy. Please note, this policy may change from time to time. Your continued use of our Services after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

If you are one of our patients, your Protected Health Information provided to us via the Services is also subject to our Notice of Privacy Practices. The Notice of Privacy Practices is a separate document that governs how medical information about you may be used and disclosed by us and also describes your rights with respect to your Protected Health Information. This Privacy Policy supplements the Notice of Privacy Practices. If there is ever any conflict between this Privacy Policy and the Notice of Privacy Practices as it relates to collection and use of Protected Health Information, the Notice of Privacy Practices will apply. The Notice of Privacy Practices does not apply to information that is not Protected Health Information.

Information Collected

UH and its service providers may collect several types of information from and about users of UH’s Services, including information that may be used, either alone or in combination with other information, to personally identify an individual (“Personal Information). Depending on how you interact with us, this information may include:

- **Contact Information**: This may include your name, email address, demographic information, mailing address, and phone number.
- **Location Data**: While navigating our Services your mobile device or browser may share your location data, both through WiFi and GPS. We will collect this information based on the settings of your phone and browser. We may use your device’s physical location to provide you with personalized location-based services and content. In some instances, you may be permitted to allow or deny such uses and/or sharing of your device’s location, but if you do, we may not be able to provide you with the applicable personalized services and content.
- **Usage Information**: When you use our Services, our servers may automatically record information, including your Internet Protocol address (IP Address), browser type, referring URLs (e.g., the site you visited before coming to our Site), domain names associated with
your internet service provider, information on your interaction with the Services, and other such information.

- **Communication Information.** We may collect audio, electronic, or visual information, which includes any data in any files uploaded, emailed or otherwise provided by you; the contents of your communications with us, whether via e-mail, social media, telephone or otherwise, and inferences we may make from other Personal Information we collect.
- **Account Username:** If you create an account, we will collect contact information as well as information related to your account with us.

As set forth below, this information is collected in a variety of ways.

**Information Provided Directly By The User**

UH and its service providers collect Personal Information directly from users via online forms. For example, if applying for a job through UH’s website, we ask that you fill out a form with information such as your name, email address, phone number, and work experience. If you do not provide the information required to submit the forms, we may not be able to provide you with related features and services.

**From Third Parties**

We may work with business partners, consumer reporting agencies, subcontractors, advertising networks, analytics providers, and search information providers, who may provide us with Personal Information about you.

**Web Server Logs**

When you access or use our Services, UH and its service providers may track information using web server logs. Examples of information that may be tracked include, without limitation:

- Your Internet protocol address;
- The kind of browser or device you use;
- Number of links you click within our Services;
- State or country from which you accessed our Services;
- Date and time of your visit;
- Name of your Internet service provider;
- Third party websites you linked to from our Services; and
- Pages or information you viewed on our Services.

We use this information to analyze and improve our Services, monitor traffic and usage patterns for information security purposes, and help make our Services more useful.

**Cookies**
UH and its service providers also rely on “cookies.” A cookie is a small text file that is transferred to your computer’s hard drive for record-keeping purposes. Every device is assigned a different cookie that contains a random, unique identifier. When you revisit our Services, the cookie allows us to recognize you, your age, your gender, your interests, and your preferences. We also use cookies to help track the level of interest in different features on our Services and to compile data that can help us improve our content.

Your browser software can be set to reject all cookies, including cookies from our Services. Most browsers offer instructions on how to reset the browser to reject cookies in the “Help” section of the toolbar. If you reject our cookie, certain functions and conveniences of the Services may not work properly. By using the Services, you consent to our use of cookies and similar technologies. We do not currently respond to browser do-not-track signals.

Web Beacons

Some of our Services may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs). These web beacons allow us to count the number of users that have visited certain pages or screens and help determine the effectiveness of informational or promotional campaigns. When used in HTML-formatted email messages, web beacons can tell the sender whether and when the email has been opened. In contrast to cookies, which may be stored on your computer’s hard drive, web beacons are typically embedded invisibly on pages or screens.

Analytics

We collect data through analytics providers, which use cookies and technologies to collect and analyze data about use of the Services. These services collect data regarding the use of other websites, apps and online resources.

Use of Your Information

The information collected, including Personal Information, may be used and/or disclosed in one or more of the following ways:

- To present our Services and its contents to you.
- To provide you with information, products, or services that you request from us.
- To personalize your experience and inform you about the services in which you have indicated an interest.
- To contact you and respond to your questions.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To send you information about additional services or general wellness from us or on behalf of our affiliates.
- To notify you about changes to our Services or any products or services we offer or provide through them.
To comply with applicable laws and regulations.
To communicate changes to our Privacy Policy.
For recruiting and human resources administration purposes.
To protect our rights or our property and to ensure the technical functionality and security of our Services.
In the event of a merger, sale, divestiture, or change of control.
In other ways we may describe when you provide the information.
For any other purposes with your consent.

Sharing of Personal Information

We will share Personal Information:

- **For Legal or Safety Reasons.** When we have a good faith belief that access, use, preservation or disclosure of Personal Information is reasonably necessary to (a) satisfy or comply with any requirement of law, regulation, legal process, or enforceable governmental request, (b) enforce or investigate a potential violation of the Terms of Use, (c) detect, prevent, or otherwise respond to fraud, security or technical concerns, (d) support auditing and compliance functions, or (e) protect the rights, property, or safety of us or our users, or the public against harm.

- **In the Case of a Merger or Sale.** If and when we are involved in a merger, acquisition, or any form of transfer or sale of some or all of its business, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding. Personal Information may be transferred along with the business. Where legally required we will give you prior notice and if you have a legal right to do so, an opportunity to object to this transfer.

- **To Service Providers.** UH works with several types of third party vendors including those that provide products and services that we integrate into our Services and organizations that maintain the Services. These third-party vendors and service providers may not use your information for purposes other than those related to the services they are providing to us.

- **To Business Partners.** On occasion, UH may share the information you provide to us with affiliates and/or business partners who are acting on our behalf to help us provide you with our Services. These relationships differ from our standard business partner relationship in which we license content or a product for integration. These situations include sponsored or co-branded sites. In those instances, we allow other companies to make services and/or content available to you, sometimes on a sponsored or co-branded basis. To access the services on a sponsored or co-branded website, you may have to complete an online registration form in addition to the registration you completed for us. Whenever you provide registration information on sponsored or co-branded websites, data can be collected. You should read the individual privacy policies of sponsored or co-branded sites and make an informed decision on whether or not you want to use the site.

External Links

We feature external links to other websites that we believe you might find useful; however, we do not endorse these sites. Additionally, unless otherwise noted in this section, links to other sites are
Your Privacy Choices

To opt-out of data collection, make any changes or updates, or request that information be deleted, you have several choices:

Communications Opt-Out

We may send certain messages, including electronic newsletters, notification of account statuses, and marketing communications, on a periodic basis. If you wish to be removed from such messages, you may request to opt-out at any time by selecting “Unsubscribe” on the message. We will try to comply with your requests as soon as reasonably practicable. Please note we may still send you important administrative messages from which you cannot opt-out.

Information Security

We use encryption practices and security controls that meet or exceed industry standards. These encryption practices and security controls are designed to safeguard the information you provide to us. However, please be aware that there is always some risk involved in transmitting information via the Internet.

When using a Service that is secured with a username and password, you are also responsible for taking steps to protect the privacy of your information. In order to protect your privacy, you should:

- Never share your username or password;
- Always sign out when you are finished using the Service;
- Use only secure web browsers;
- Employ common anti-virus and anti-malware tools on your system to keep it safe;
- Use a strong password with a combination of letters, numbers, and symbols;
- Change your password often; and
- Notify us immediately if you believe your login and/or password have been compromised.

If you share your username and password with another person, this may allow that person to see your confidential information. We have no responsibility concerning any breach of your confidential information due to your sharing or losing your username or password.

Retention of Information

We will retain Personal Information for as long as needed or permitted in light of the purpose(s) for which it was obtained. The criteria used to determine our retention periods include: (i) the
length of time we have a relationship with you and provide the Services; (ii) whether there is a legal obligation to which we are subject; and (iii) whether retention is advisable in light of our legal position.

**Use by Children**

Our Services are not intended for anyone under the age of 18. Our Services do not knowingly collect or solicit information from anyone under the age of 18. In the event we learn that we have gathered information from anyone under the age of 18 without the consent of a parent or guardian, we will delete the information as soon as possible.

**International Users**

Our Services are controlled and operated from the United States and are not intended to subject UH to the law or jurisdiction of any state, country, or territory other than that of the United States. By using our Services and providing us information, you understand and agree that your information may be transferred to and stored on servers located outside your resident jurisdiction and, to the extent you are a resident of a country other than the United States, that you consent to the transfer of such data to the United States for processing by us in accordance with this Privacy Policy.

**Changes to the Privacy Policy**

We reserve the right to change the terms of this Privacy Policy at any time. If we make changes to the Privacy Policy, we will post the revised Privacy Policy to the website. Unless otherwise indicated, any change to this Privacy Policy will apply immediately upon posting to the website. Your use of the Services following this means that you accept the revised Privacy Policy. We recommend that you review the Privacy Policy each time you visit the Services to stay informed of our privacy practices.

**California Shine the Light Law**

Under California Civil Code Section 1798.83, individual customers who reside in California and who have an existing business relationship with us may request information about our disclosure of certain categories of personal information to third parties for the third parties’ direct marketing purposes, if any. To make such a request, please contact us using the information in the Contact Us section below. Please be aware that not all information sharing is covered by these California privacy rights requirements and only information on covered sharing will be included in our response. This request may be made no more than once per calendar year.

**Contact Us**

If you have any questions or comments regarding this Privacy Policy, please email us at UHCompliance@uhkc.org or call the Compliance Concern Line at 1-866-494-3600.