

## The Iowa Health Education Portal

### WEBSITE PRIVACY POLICY

#### **Introduction**

Iowa Hospital Association, an Iowa nonprofit organization ("IHA" or "We") respects your privacy and is committed to protecting it through our compliance with this Privacy Policy.

This policy describes the types of information we may collect from you or that you may provide when you visit the website, <https://www.iowahealthportal.org> (our "Website"), and our practices for collecting, using, maintaining, protecting, and disclosing that information.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. **By accessing and/or using the Website, you agree to this Privacy Policy and consent to the practices set forth in this Privacy Policy.** This policy may change from time to time (see Changes to Our Privacy Policy). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

This policy applies to information we collect:

- On this Website.
- In email, text, and other electronic messages between you and this Website.
- Through any mobile and desktop applications you may download from this Website, which provide dedicated non-browser-based interaction between you and this Website.
- When you interact with our advertising and applications on third-party websites and services, if applicable, if those applications or advertising include links to this policy.

This policy does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by IHA or any third party (including our affiliates and subsidiaries); or
- Any third party (including our affiliates and subsidiaries), including through any application or content (including advertising) that may link to or be accessible from or on the Website.

#### **Iowa Residents**

Our Website is intended for use only by residents or intended residents of the State of Iowa. If you are not a resident or intended resident of the State of Iowa, do not use or provide any information on this Website or on or through any of its features. If we learn we have collected or received personal information from a person who is not a resident of the State of Iowa or intended resident of the State of Iowa, we will delete that information.

#### **Children Under the Age of 13**

Our website is intended for use by individuals aged 13 or older who are interested in pursuing a career in healthcare. Our Website is not intended for children under 13 years of age. No one under age 13 may provide any information to or on the Website. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this Website or on or through any of its features. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us using our Contact Information provided below.

#### **Information We Collect About You and How We Collect It**

We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, postal/service address, e-mail address, telephone number, and/or any other identifier by which you may be contacted online or offline ("**personal information**");
- About your anticipated school/program start date and transfer student status;
- About schools and/or healthcare related programs for which you indicate interest in receiving information;
- That is about you but individually does not identify you; and/or

- About your internet connection, the equipment you use to access our Website, and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.

### **Information You Provide to Us**

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information provided while using our Website, if applicable, using forms on the Website, or requesting further information. We may also ask you for information when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Details of transactions and/or interactions you carry out through our Website.

### **Information We Collect Through Automatic Data Collection Technologies.**

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including but not limited to:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically may include personal information, or we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- **Flash Cookies.** Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see Choices About How We Use and Disclose Your Information.
- **Web Beacons.** Pages of our Website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit IHA, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

### **How We Use Your Information**

We use information that we collect about you or that you provide to us, including any personal information:

- For any purpose which is reasonably necessary and proportional to the reason for which we collected such information.
- To present our Website and its contents to you.

- To provide you with information, products, or services that you request from us.
- To fulfill any other purpose for which you provide it.
- 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 notify you about changes to our Website or any products or services we offer or provide through it.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We may also use your information to contact you about goods and services that may be of interest to you. If you do not want us to use your information in this way, you can opt out by sending us an email using our Contact Information below stating your request. For more information, see Choices About How We Use and Disclose Your Information.

### **Disclosure of Your Information**

We will disclose your personal information to Iowa colleges and universities (“**Institutions**”) for which you have indicated an interest for purposes of such Institutions contacting you in order to provide information regarding healthcare related programs in the State of Iowa and for such Institutions to engage in recruitment efforts, which efforts may include but are not limited to contacting you using such personal information. **By using the Website and submitting your personal information, you hereby consent to such contact by the Institutions.**

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

Without limiting anything to the contrary herein, we may disclose personal information that we collect or you provide as described in this Privacy Policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of IHA’s assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by IHA about our Website users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our Terms of Use and other agreements.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of IHA or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

### **Choices About How We Use and Disclose Your Information**

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe’s website. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- **Promotional Offers from IHA.** If you do not wish to have your contact information used by IHA to promote our own products or services, you can opt out by sending us an email using our Contact Information stating your request. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt out does not apply to information provided to IHA as a result of a product/service purchase, warranty registration, product service experience, or other transactions.

We do not control third parties’ collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative (“**NAI**”) on the NAI’s website.

## **Your Iowa Privacy Rights**

If applicable and if you are an Iowa resident, Iowa law may provide you with additional rights regarding our use of your personal information, such as:

- A right to access your personal information collected or shared by IHA,
- A right to delete your personal information,
- A right to collect your personal information in a portable manner,
- A right against automated decision-making, and
- A right to opt out of the sale of your personal information, use of targeted marketing, and use of sensitive personal information for certain purposes.

To exercise any of these rights, if applicable, please contact us using our Contact Information below. In certain circumstances, we may not be able to accommodate a request if we believe the request is not required by law or would violate any law or legal requirement or cause the information to be incorrect.

## **Data Security**

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. Any payment transactions, if applicable, will be encrypted.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, if applicable, you are responsible for keeping this password confidential. We ask you not to 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 personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

## **Changes to Our Privacy Policy**

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you through a notice on the Website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

## **Contact Information**

To ask questions or comment about this Privacy Policy and our privacy practices, contact us at:

Iowa Hospital Association  
Attn: Legal Department  
100 East Grand Avenue  
Des Moines, Iowa 50312  
Legal@ihaonline.org  
(515) 288-1955