

## **Children's Hospital of Michigan Foundation Privacy Statement**

### **What information do we collect?**

The Children's Hospital of Michigan Foundation is committed to preserving your right to privacy. We do not collect personally identifiable information about you (such as your name, address, telephone number, or e-mail address) unless you voluntarily submit that information to us.

If you visit this Web site, we may collect personally identifiable information from you in the following ways including, but not limited to when you: register on our site; make a donation; place an order; subscribe to our newsletter; respond to a survey; or fill out a form. We will not retain your e-mail address unless you sign up to receive e-mails from us; the same policy applies to e-mail addresses that you provide for friends and family.

If you are a patient, all of your personal health information collected is protected by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) Privacy Rule. The DMC Children's Hospital of Michigan and the Children's Hospital of Michigan Foundation adhere to this rule. For more information, please visit this page.

We collect non-personal information about your use of our Web site through the use of cookies. The information collected by cookies is aggregated and allows us to statistically monitor how many people are using our Web site. For example, we may use the information collected by cookies to determine the popularity of certain content and how long the average visitor stays on our Web site.

Most browsers offer instructions on how to reset the browser to reject cookies in the "Help" section of the toolbar. You do not have to accept our cookies in order to use our site. We do not use cookies to collect or store personal health information about you.

### **How do we use your information?**

Any of the information we collect from you may be used in one of the following ways:

- To improve our Web site. We continually strive to improve our Web site offerings based on the information and feedback we receive from you.
- To improve customer service. Your information helps us to more effectively respond to your customer service requests and support needs.
- To process transactions. Your information, whether public or private, will not be intentionally sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the purchased product or service requested.

## **Children's Hospital of Michigan Foundation Privacy Statement**

- To send periodic e-mails. The e-mail address you provide for your donation or order processing will be used to send you information about DMC Children's Hospital of Michigan and the Children's Hospital of Michigan Foundation or updates pertaining to your donation or order. We also may send e-mails regarding services and products which may be of interest to you.

### **How do we protect your information?**

We implement a variety of security measures to maintain the safety of your personal information.

We use a server that uses Secure Socket Layer (SSL) encryption to protect credit card and other sensitive information submitted via the Web site. The information is only accessible by authorized personnel who are required to keep the information confidential. In addition, each of our vendors is required to sign a confidentiality agreement, pursuant to which they agree to protect your information against unauthorized disclosures.

### **Do we disclose any information to outside parties?**

We will not sell, trade, or otherwise transfer your personally identifiable information to outside parties. We may release personally identifiable information to comply with valid legal requirements such as a law, regulation, search warrant, subpoena, or court order. In addition, we may disclose your personally identifiable information to trusted third parties who assist us in operating our Web site, conducting our business, or servicing you, and who have agreed to keep this information confidential.

### **What if I do not wish to receive further e-mails?**

If at any time you would like to unsubscribe from receiving future e-mails, we include detailed unsubscribe instructions at the bottom of each e-mail. You may also e-mail us at [childrensdevelopment@dmc.org](mailto:childrensdevelopment@dmc.org).

### **A Note About Children**

Our Web site, products and services are directed to people who are 13 years of age or older. However, we do offer some Web site content which is intended to be a safe, age-appropriate educational resource for children under 13 years of age. The Children's Hospital of Michigan Foundation takes children's privacy very seriously. We do not advertise third-party products directed to children under 13 years of age. We do not knowingly collect any personal information from children under 13 years of age.

## **Children's Hospital of Michigan Foundation Privacy Statement**

### **Tell A Friend E-mails**

You can choose to electronically forward a link, page or documents to a friend by clicking "Tell A Friend". We will ask you for your friend's name and e-mail address. This information is used for the sole purpose of sending this one time e-mail and in the case of transmission errors. The information is not used for any other purpose.

### **Online Privacy Statement and Your Consent**

This online Privacy Statement applies only to information collected through our Web site and not to information collected offline. By using our Web site, you consent to the terms of our Privacy Statement.

We reserve the right, at any time, to add to, change, update, or modify this Privacy Statement simply by posting such change, update, or modification on the Web site. Any such change, update, or modification will be effective immediately upon posting.

### **Contacting Us**

If you have any questions regarding this Privacy Statement you may contact us:

By E-mail                    [childrensdevelopment@dmc.org](mailto:childrensdevelopment@dmc.org)

By First Class Mail    3911 Beaubien  
                                  Detroit, Michigan 48201

By Telephone            (313) 964-6994