

Privacy Policy

Indiana University Health is dedicated to protecting your privacy. We have created the following Web site privacy policy so you can be assured that any information you share with us via iuhealthinsiders.org will remain confidential.

IUHealthInsiders.org is hosted and administered by a third party, Vision Critical.

i. Introduction

IU Health is dedicated to maintaining the highest standards for privacy, security, credibility and reliability. We present this policy to give you a clear understanding of how we operate our Web site and how we handle your personal information.

This privacy policy may be revised periodically. We recommend that you read our privacy policy whenever you visit our site in case you missed our notice or have not registered for a service or feature of our site previously.

When you visit and navigate our Web site, we will not collect personal information about you unless you provide us that information voluntarily. By "personal information," we mean data that is unique to an individual, such as a name, address, email address or telephone number.

ii. Registration

IU Health requires you to register to use this Web site. When you register, we require the following personal information: email address, first and last name, zip code, year of birth, gender, marital status and number of children under age 18 living in your household. We also ask you to select a personal password. In addition, we give you the option to provide additional information, including city, state and topics of interest.

We use this information in aggregate form only. In other words, we combine the information with data collected from other individuals to produce anonymous, aggregated statistical information. We collect and use demographic information, such as the percentage of female visitors or the number of visitors of a certain age, in order to improve the content of our site. We also may share this anonymous, aggregated information, which does not identify individuals, with partners or other third parties. In instances where third parties may receive anonymous, aggregated user information collected on our site, our agreements with the third parties, including sponsors,

generally provide that the third parties will not use the anonymous, aggregated user information to identify individual users or sell, disclose or provide access to any user information collected on our site that would identify any individual or connect any individual to specific illnesses or conditions.

When you register to use discussion boards, we require that you provide your email address and select a username and password. We use this information only if you violate our terms and conditions for participation in these forums and we have to contact you.

We treat any personal information you give us as confidential. IU Health will not disclose to third parties any identifying personal information gathered from you during registration for emails and discussion boards and other features, unless (1) we tell you how your information will be used and you give IU Health specific permission to share this information or (2) IU Health is required to disclose such information by any applicable law or legal process (like a subpoena or court order). Where we disclose identifying personal information to third parties with your authorization, we will require the recipient to use the information only for the purpose provided.

iii. Security of Information

IU Health and Vision Critical implement security procedures to protect personal information you submit to us from misuse or unauthorized disclosure. The personal information that you submit to us is stored in our secure database behind an electronic firewall. You can access your personal information only by using a password. We encourage you to change your password regularly and not to share it with anyone.

Access to the data submitted to IU Health is limited to a few computer technicians for our site who need to maintain the database and who also use passwords for that access, as well as outside vendors who may occasionally assist us in maintaining and improving our hardware and software tools.

IU Health makes every effort to safeguard your personal information. However, like other Internet sites, we cannot guarantee that it is completely secure from people who might attempt to evade security measures or intercept transmissions over the Internet.

Similarly, we cannot completely ensure the privacy of email communications to and from our site because they are not guaranteed to be encrypted and, therefore, not secure. These communications, like most Internet email, could be intercepted without

your knowledge and permission, while in transit to or from our site. If you are concerned about your privacy, we suggest that you do not use email to communicate information to us that you consider sensitive.

iv. Changing or Deleting Your Personal Information

For any pages for which you have a profile, you will have the ability to edit your profile and password, if applicable.

Unsubscribing from the Service or emails does not delete your personal information from our system, even if you unsubscribe and delete your account. We will delete your personal registration information from the active and searchable areas of our system at your request. Be aware, however, that it is not feasible for us to remove every electronic record that may contain your data. We cannot remove copies of your information that may exist in records we create as backup in case our main data is lost. We also cannot delete information from anonymous, aggregated databases. This information cannot be linked to you. IU Health maintains and archives all personally identifiable information provided by users. This data is retained in our archives and deleted in accordance with IU Health data retention practices.

If you registered for discussion boards and also want that information removed, please note that in your request. Please inform us if you used a different email address or password when registering for discussion boards.

To have your registration information removed, send your request through the contact page. You will receive a confirmation from us.

v. Privacy Concerns

If you have any concerns about the security or privacy of your personal identifiable information on the IU Health Insiders site, please contact us by email or send a written notification to:

IU Health Marketing and Corporate Communications
Attn: Webmaster
340 W. 10th St., Suite 5200
P.O. Box 1367
Indianapolis, IN 46206

vi. Emails

We will send you only information that you request.

A link for unsubscribing from emails is located at the bottom of each email. You may also be able to unsubscribe in your profile settings for any page for which you have a profile. Unsubscribing from emails does not delete your personal information from our system, even if you unsubscribe from all emails.

vii. Discussion Boards

If you are concerned about privacy, use caution when posting messages to discussion boards, if they are available. The discussion boards are open to the public so others using these areas on our site can read your posts. Any information you include when participating in discussion boards is available to anyone with Internet access. For example, if you include your email address in a message you post on a discussion board, it is publicly accessible.

IU Health does not collect information posted on our discussion boards.

Discussion boards are moderated unless otherwise stated. IU Health reserves the right to remove any posts we feel are inappropriate, contain abusive language or threaten or violate the privacy of our company, sponsors or visitors as provided in our terms and conditions.

viii. Cookies

Cookies are small bits of information placed on your computer's hard drive by a Web site. It is a simple text file that helps your browser to remember certain information that the Web site can later retrieve to streamline communication between your browser and the Web site. Vision Critical does not store this information. Our site can only read the cookies placed on your computer by us. We cannot access any information on your hard drive placed there by you or any other source. Vision Critical uses cookies for user convenience. The cookie will tell our system certain information so you don't have to fill in the same information each time you visit us.

Vision Critical uses only benign cookies that have no functionality. This means the cookie cannot do anything to your computer's hard drive and cannot read information from your computer's hard drive.

Cookies also may be used by Vision Critical on an aggregate basis to track site navigation. This information is not traceable to an individual user. Navigation streams

are used to assist us in determining where people go when visiting our site and how long they stay in a particular area. This information is used to improve our site and may be shared with advertisers.

Unlike many other Web sites, Vision Critical does not use cookies to tailor information that appears during your visit to your preferences or your use of our site. If you click on a sponsorship acknowledgment, you will be leaving IU Health and will be directed to the sponsor's site. Be aware that IU Health has no control over the practices of other Web sites. Your computer may receive cookies from other sites and you will not be protected by IU Health's or Vision Critical's security and privacy policies.

Please note that Vision Critical does not honor Do Not Track signals.

ix. IP Addresses

An Internet Protocol (IP) address is a number that is automatically assigned to your computer by your Internet Service Provider (ISP) whenever you access the Internet. This number may be the same each time you access the Internet or it may change. Like other Internet sites, Vision Critical uses IP addresses to collect aggregate information about numbers of visitors and site usage. The address is logged on Vision Critical's server when your computer requests information from IUHealthInsiders.org. However, to allow users to access our site anonymously, your IP address is not linked with personal information about you. IU Health and Vision Critical reserve the right, in rare instances, to use IP addresses to identify individuals who threaten our site, service or customers.

x. Surveys, Questionnaires and Polls

When you respond to surveys, questionnaires or polls on our site, we may, at times, ask you for demographic information such as your gender or age. This information is collected, aggregated information and is used for statistical purposes. We store your personal responses for research purposes.

xii. Children

IU Health does not knowingly allow children under the age of 18 to register on our site for any purpose or to access any features that require registration. We require visitors to indicate their year of birth to register. If we learn that we inadvertently have collected

identifying personal information from a child under the age of 18, we will promptly delete that information from our system.

xiii. Search Functions

We do not collect identifying personal information about searches that you perform on our site.

xiv. Leaving IU Health Insiders

This privacy policy applies only as long as you remain on the IU Health Insiders Web site. Once you leave IU Health Insiders to visit another site, we have no control over your privacy or security issues even if you reached the other site by clicking on a link within IU Health Insiders.

Throughout the IU Health Insiders Web site, you may see links that can lead you to another site. If you click on an advertisement or sponsorship acknowledgment while you are on IU Health Insiders, you will be leaving IU Health Insiders and will be directed to the advertiser or sponsor's site. Also, if you click on a link or a "Return to" or "Back to" banner for another Web site, you will be leaving IU Health Insiders and will be directed to the linked Web site. IU Health Insiders may also offer listings of resources that contain links to the Web sites of government agencies and non-profit organizations. If you click on those links, you will be leaving IU Health Insiders and will be taken to the Web site of that agency or organization. At times, clicking on a hyperlink within an article will bring up information on another site without warning. In these cases, however, the information will appear in a new window and the IU Health Insiders page will remain clearly visible on your computer screen.

xv. Effect of Privacy Policy

This privacy policy is not intended to and does not create any contractual or legal rights in or on behalf of any party.

Internet Social Media Site User Agreement

BY POSTING ON ANY INDIANA UNIVERSITY HEALTH, INC. INTERNET SOCIAL MEDIA SITE YOU AGREE TO THESE TERMS.

Indiana University Health, Inc. ("IU Health") participates on the Internet with both internally and publicly facing web pages, including social networking sites for viewing content and/or videos and posting comments about IU Health. These Internet sites include but are not limited to various blogs, bulletin boards, networks, multi-media and news media sites or other user-generated content sites ("IU Health Internet Site"). By accessing, viewing and/or posting any content related directly or indirectly to IU Health on any IU Health Internet Site, you accept, without limitation or qualification, the following terms of use. If you do not agree to the terms of this Agreement, you may not view or post any content to this IU Health Internet Site. By your use of this IU Health Internet Site you accept this Agreement and that it has the same effect as if you had actually physically signed the Agreement.

1. If you are an IU Health WORKFORCE MEMBER you are expected to also adhere to IU Health's POLICIES AND PROCEDURES RELATED TO INTERNET SOCIAL NETWORKING.
2. You must be at least 18 years old to post any content on an IU Health Internet Site.
3. You are prohibited from posting any content that is confidential or personal health information including patient images on any IU Health Internet Site without appropriate approval and documentation.
4. Nothing here is intended to form a treatment relationship or should be considered medical advice. Information posted here should not be used in place of professional clinical expertise. Therefore, by participating, you agree that IU Health shall not be responsible for information provided herein under any theory of liability or indemnity.
5. You are prohibited from using the IU Health Internet Site to provide medical advice or medical commentary by non-IU Health physicians or to use the IU Health Internet Site to make, recommend or increase referrals to physicians who are not employed by IU Health.
6. As a guest posting content to a IU Health Internet Site, you agree that you will not: violate any local, state, federal and international laws and regulations, including but not limited to copyright and intellectual property rights laws regarding any content that you send or receive via this site; transmit any material (by uploading, posting, email or otherwise) that is unlawful, disruptive, threatening, profane, abusive, harassing, embarrassing, tortuous, defamatory, obscene, libelous, or is an invasion of another's

privacy, is hateful or racially, ethnically or otherwise objectionable as solely determined in IU Health's discretion; impersonate any person or entity or falsely state or otherwise misrepresent your affiliation with a person or entity; transmit any material (by uploading, posting, email or otherwise) that you do not have a right to make available under any law or under contractual or fiduciary relationships; transmit any material (by uploading, posting, email or otherwise) that infringes any patent, trademark, trade secret, copyright or other proprietary rights of any party; transmit (by uploading, posting, email or otherwise) any unsolicited or unauthorized advertising (including advertising of non-IU Health services or products), promotional materials, "junk mail," "spam," "chain letters," "pyramid schemes" or any other form of solicitation; transmit any material (by uploading, posting, email or otherwise) that contains software viruses, worms, disabling code, or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer software or hardware or telecommunications equipment; harass another; or collect or store, or attempt to collect or store, personal data about third parties without their knowledge and consent; or to share confidential pricing information of any party.

7. IU Health reserves the right to monitor, prohibit, restrict, block, suspend, terminate, delete, or discontinue access to any IU Health Internet Site, at any time, without notice and for any reason and in its sole discretion. IU Health may remove, delete, block, filter or restrict by any other means any materials in IU Health's sole discretion. You understand and agree that IU Health may disclose your communications and activities with IU Health in response to lawful requests by governmental authorities, including Patriot Act requests, judicial orders, warrants or subpoenas, or for the protection of IU Health rights. You agree that in the event that IU Health exercises any of its rights hereunder for any reason, IU Health will have no liability to you.
8. By posting content on a IU Health Internet Site, you recognize that the forum is public that the posted information becomes public.
9. You shall defend, indemnify, and hold IU Health and its corporate affiliates and their respective officers, directors, employees, contractors, agents, successors and assigns harmless from and against, and shall promptly reimburse them for, any and all losses, claims, damages, settlements, costs, and liabilities of any nature whatsoever (including reasonable attorneys' fees) to which any of them may become subject arising out of, based upon, as a result of, or in any way connected with, your posting of any content to an IU Health Internet Site, any third party claims of infringement or any breach of this Agreement.
10. YOU EXPRESSLY ACKNOWLEDGE THAT YOU ASSUME ALL RESPONSIBILITY RELATED TO THE SECURITY, PRIVACY, AND CONFIDENTIALITY RISKS

INHERENT IN SENDING ANY CONTENT OVER THE INTERNET. By its very nature, a web site AND THE INTERNET cannot be absolutely protected against intentional or malicious intrusion attempts. IU Health does not control the THIRD PARTY SITES AND THE Internet over which you may choose to send confidential personal or health information OR OTHER CONTENT and, therefore, IU Health DOES NOT WARRANT ANY SAFEGUARD AGAINST ANY such interceptions or compromises to your information. When posting any content on an Internet site, you should think carefully about your own privacy in disclosing detailed or private information about yourself and your family.

11. FURTHERMORE, IU HEALTH DOES NOT ENDORSE ANY PRODUCT, SERVICE, VIEWS OR CONTENT DISPLAYED ON THE INTERNET SITE OTHER THAN THOSE CLEARLY DEMARCATED AS IU HEALTH CONTENT.
12. You agree that any claim or dispute relating to your posting of any content on an IU Health Internet Site shall be construed in accordance with the laws of the State of Indiana without regard to its conflict of laws provisions and you agree to be bound and shall be subject to the exclusive jurisdiction of the local, state or federal courts located in Marion County, Indiana.
13. You may not provide any content to an IU Health Internet Site that contains any product or service endorsements or any content that may be construed as political lobbying, solicitations or contributions or use the IU Health Internet Site to link to any sites or political candidates or parties or use the IU Health Internet Site to discuss political campaigns, issues or for taking a position on any legislation or law.
14. If you link to this site, you agree to comply with IU Health's following linking agreement:

IU Health Linking Agreement

IU Health ordinarily does not prohibit links to its web site, provided that any such link does not improperly connote an endorsement by or affiliation with IU Health, or otherwise adversely impact or negatively describe IU Health.

By linking to any page on IU Health's web site, you agree to be bound by the terms and conditions as set forth below:

Links may be text-based using the words, such as "IU Health," "iuhealthinsiders.org" or "iuhealth.org" (the "Licensed Marks").

You may not use the IU Health logo as a link. By linking, you acknowledge and agree

that, other than as set forth herein all rights to the Licensed Marks, other IU Health marks, the content appearing on the IU Health site, and the design of the IU Health site belong to IU Health.

You may not create frames around IU Health's web pages or use other techniques that alter in any way the visual presentation or appearance of IU Health's web site.

You must not misrepresent your relationship with IU Health or present false or misleading impressions about IU Health. No links to IU Health's web site may be used in a manner that implies or suggests that IU Health approves or endorses you, your web site or your goods and services. You may not use our logo on external web sites and on social networking sites such as Instagram, Pinterest, LinkedIn, Facebook Twitter, or YouTube without IU Health's specific prior written authorization.

IU Health shall have no responsibility or liability for any content appearing on your web site. You agree to indemnify and defend IU Health against all claims arising out of or based upon your web site.

No link(s) may appear on any page on your web site or within any context containing content or materials that may be interpreted as libelous, obscene or criminal, or which infringes, otherwise violates, or advocates the infringement or other violation of, any third party rights.

IU Health may at any time, in its sole discretion, without cause, terminate the license granted herein to use the Licensed Marks and your right to link to any pages on the IU Health web site. In such event upon request, you agree to immediately remove all links to IU Health's web site and to cease using the Licensed Marks.

15. THIS AGREEMENT MAY BE UPDATED AT ANY TIME WITHOUT NOTICE, AND EACH TIME A USER ACCESSES AN IU HEALTH INTERNET SITE, THE NEW AGREEMENT WILL GOVERN USAGE, EFFECTIVE UPON POSTING. To remain in compliance, IU Health suggests that you review the Agreement, as well as the other website policies, at regular intervals. By continuing to post any content after such new terms are posted, you accept and agree to any and all such modifications to this Agreement.