

PRIVACY POLICY

We respect your privacy. This Privacy Policy explains how we collect and use your personal information on this Website. Please read it carefully.

Mercy only uses your personal information on this Website as stated in this Privacy Policy. You should not post your protected health information (“PHI”) on the Website. The Notice of Privacy Practices describes how we use and disclose your PHI. This Privacy Policy does not address our use or disclosure of your PHI.

What Information Do We Collect?

When You Visit, Information Automatically Collected From Your Device

Mercy automatically collects certain information from your device when you visit this website. This information includes information about:

- Your device, such as which operating system your device uses
- Where your device is located
- Which pages on our website you have visited
- Which page(s) on the Internet you came from
- The times and dates you visit the Website

Information That You Provide To Us

Mercy also collects information that you provide to us. You provide this information when you:

- Fill in forms on our Website(s)
- Correspond with us by phone, email, text message, or other methods
- Register for membership, register for an account, or respond to a survey.

What Do We Do With The Information?

We use or disclose the information to:

- Provide you goods and services
- Provide you access to information
- Make our Website operate better
- Determine what our patients and Website users are interested in, to improve our offerings
- Assist you if you have problems with the Website, or with any goods or services you have ordered from us
- Assist you with your membership
- Operate our business
- Comply with law
- Work with law enforcement to identify a user, if we need to protect Mercy or others
- For information gathered through a research survey:
 - We use information for quality improvement purposes, including to improve information and services offered through the Website.
 - If you provide feedback, you may be individually contacted for follow-up due to concerns raised during the course of such evaluation.

- Demographic information and web log data may be stored for future research and evaluation.

Mercy will not sell your individually identifiable information.

Many of our services do not require any form of registration, which means you may visit our Website without telling us who you are. However, some services may require you to provide us with personal data. In these situations, if you choose to withhold any personal data requested by us, you may not be able to gain access to certain parts of the Website, or we may not be able to respond to your query.

What about Cookies?

A "cookie" is a small data file that is placed in your browser and allows us to recognize you each time you visit this Website. Cookies help personalize the website for you. Cookies themselves do not contain any personal information. We use two types of cookies: session cookies and persistent cookies. A session cookie is temporary and expires after you end a session and close your web browser. We use session cookies to tailor your experience on our Website and maintain your signed-on status as you navigate through our features. We also use persistent cookies that remain on your hard drive after you've exited from our Website. This lets us remember you when you return to our Website, and remember where you are located. This way, we won't have to ask you for that information again. Persistent cookies will not contain any personal information about you.

Cookies may also be used by 3rd party content providers such as newsfeeds. You can refuse to permit cookies to be used, but some parts of the website may not work properly. You can also permit cookies to be placed while you are on the website, but delete them when you leave, by clearing your cache on the computer. You won't be remembered the next time you come to the website if you clear the cache.

What about Web Log Files?

We collect and log the IP address of each visitor to gather aggregate data on visitors to our Website and how our Website is being used. These logs may contain: the Internet domain from which you access the Website (such as aol.com; abc.org; etc.); the IP address which is automatically assigned to your computer when you get on the Internet (a static IP address may be identifiable as being connected to you, while a dynamic address is usually not identifiable); the type of browser and operating system you use; the date and time you visited the Website; the pages you viewed on the Website; and the address of the website you linked from, if any. If you sign on to this website to use its secured features, our web logs will also contain an individual identifier and show the services that you have accessed. All web logs are stored securely, and may only be accessed by Mercy employees or designees on a need-to-know basis for a specific purpose. Mercy uses web log information to: help us design our website; identify popular features; resolve user, hardware and software problems; and to make the Website more useful to visitors.

What about Other Information and Websites?

Mercy uses third party service providers, including but not limited to Google Analytics, Adobe Analytics, and cookies in order to improve our service, user experience, and to analyze how the website is used. Aside from your device's Internet Protocol address (IP address), which can disclose your general location, the information collected by Google Analytics and Adobe Analytics is anonymized traffic data

including length of stay on the Website, browser information, and device information. The collected information is used to provide an overview of how people are accessing and using the Website. For information about how Google Analytics uses data when you use partners' sites or apps see www.google.com/policies/privacy/partners.

What About International Privacy Laws?

Mercy only offers services within the United States, and the Website is only intended to be used by users in the United States. If you are visiting the Website from outside the United States of America, your information will be transferred to, stored, and processed in the United States. The privacy laws of the United States may not be as protective as those in your jurisdiction. By visiting the Website, you consent to the transfer of your information to the United States and the use and disclosure of your information as described in this Privacy Policy.

With Whom Do We Share Personal Information?

Our Service Providers.

We may share your personal information with companies (including our affiliates) that perform services on our behalf, for example, companies that help process credit card payments. Our service providers are required by contract to protect the confidentiality of the personal information we share with them and to use it only to provide specific services on our behalf.

Government and Legal Disclosures

We may disclose the personal information we collect through this Website, when we, in good faith, believe disclosure is appropriate to comply with the law (or a court order or subpoena); to prevent or investigate a possible crime, such as fraud or identity theft; to enforce the Terms or other agreements with you, including agreements that govern your use of this Website; or to protect the rights, property or safety of our company, our users, or others.

What About Third Party Sites?

We are not responsible for the content or privacy practices of external internet sites. We strongly recommend that you read the privacy policy of external sites before disclosing any personal information.

What Else? Remember the Risks Whenever You Use the Internet.

Security

While we do our best to protect your personal information, we cannot guarantee the security of any information that you transmit to us and you are solely responsible for maintaining the secrecy of any passwords or other account information. In addition, other Internet websites or services that may be accessible through our Website have separate data and privacy practices independent of us, and therefore we disclaim any responsibility or liability for their policies or actions. Please contact those vendors and others directly if you have any questions about their privacy policies.

COPPA Compliance

The website is not directed at children under the age of 13. We comply with the Children's Online Privacy Protection Act ("COPPA") and do not knowingly permit registration or submission of personally

identifiable information by anyone under 13 years of age. If you believe information of a child under 13 has been submitted, please advise us in writing and we will delete it.

California Do Not Track Notice

Websites and web applications can track your movements on the Internet to better tailor suggestions for you based on your interests. However, some people do not want their browsing behavior to be tracked. As noted above, we do not track your movements on the Website over time or across third party websites to provide targeted advertising and therefore do not respond to Do Not Track (DNT) signals. However, some third party sites do keep track of your browsing activities. This allows those websites to tailor what they present to you. Your web browser allows you to set the DNT signal on your browser so that third parties (particularly advertisers) know you do not want to be tracked. We also suggest that you read the privacy policies of third party websites to see if those websites track your browsing.

Under California Civil Code Section 1798.83, California residents have the right to request from a business any personal information that a business may have shared with a third party for direct marketing purposes. We do not share personal information with any third party for a third party's direct marketing purposes.