

## Privacy Policy

**Effective Date: December 14, 2022**

**Last Updated: December 14, 2022**

**Greater New York Hospital Association, Inc.** (“the Association”), its corporate subsidiaries and affiliate (referred to collectively in this Policy as “GNYHA,” “we,” “us,” “our,” and similar pronouns) knows that your privacy is important to you, and we want you to know that it is important to us too. We created this Policy to explain the types of information we collect through the GNYHA websites available at <https://www.gnyha.org/>; <https://hitesite.org/>; <http://gnyhafoundation.org/>, and the various social networking platforms that we use (each, a “Site”), how we will use, disclose and protect this information once it is collected, and how you can opt-out of some of our uses and disclosures of your information. As our business evolves, this Policy may change, so check back to this page periodically to make sure you understand how your personal information will be treated.

### What information is collected on this Site?

“Personal Information” is information that can be used to identify you as an individual or allow someone to contact you, as well as information attributed with such information. We collect different categories of Personal Information from different sources, including User-Provided Information and Site Usage Information. We also may collect Personal Information from social networking.

#### *User-Provided Information*

We collect Personal Information such as your name; e-mail addresses; organization; ISP account addresses (including text message addresses); and site browsing history. For example, we may collect Personal Information such as your e-mail address, or any other information you may choose to provide, or with respect to the Greater New York Hospital Foundation, when you submit a comment or question to us through the Site.

#### *Site Usage Information*

As is the case with many web sites, our servers automatically collect your IP address when you visit our Site, and we may associate that with your domain name or that of your Internet access provider. We may also capture certain “clickstream data” pertaining to your Site usage. Clickstream data includes, for example, information about your computer or device, Web browser and operating system and their settings, the referring page that linked you to the Site, the pages, content or ads you see or click on during your visit and when and for how long you do so, items you download, the next Web site you visit when you leave the Site, and any search terms you have entered on the Site or a referral site.

Among other things, this information enables us to generate analytics reports on the usage of our Site. To opt-out of your Site usage being included in our Google Analytics reports, you may follow these instructions: <https://tools.google.com/dlpage/gaoptout>.



*GNYHA is a dynamic, constantly evolving center for health care advocacy and expertise, but our core mission—helping hospitals deliver the finest patient care in the most cost-effective way—never changes.*

In addition, we may deploy various tracking technologies on the Site to collect additional information about your Site visits. For example:

- Cookies are small data files stored on your computer or device at the request of a Web site. A cookie assigns a unique numerical identifier to your Web browser, and may enable us to recognize you as the same user who was at our Site in the past, and relate your use of the Site to other information about you, such as your Site usage information and Personal Information. Cookies may also be used to enhance your experience on the Site (for example, by storing your username so you can log in easily, keeping you logged into the Site after you have provided your password, and storing the contents of your shopping cart as you browse) or to collect general usage and aggregated statistical information and detect and prevent fraud. Most browsers can be set to detect cookies and give you an opportunity to reject them, but refusing cookies may, in some cases, inhibit or preclude your use of the Site or its features.
- A pixel tag (also known as a “clear GIF” or “web beacon”) is a tiny image – typically just one-pixel – that can be placed on a Web page or in our electronic communications to you in order to help us measure the effectiveness of our content by, for example, counting the number of individuals who visit us online or verifying whether you’ve opened one of our emails or seen one of our Web pages.

These tracking technologies may be deployed by us and/or by our service providers or partners on our behalf. These technologies enable us to assign a unique number or identifier to you and relate your Site Usage Information to other information about you, including your Personal Information. These technologies also enable us to recognize you when you access our Site using different Web browsers and different computers or devices.

## **Social Networking**

We maintain a presence on social networking platforms, some of which are operated by third parties, such as LinkedIn, Meta, and Twitter. This Policy applies to our use of information you submit to us there, but it does not apply to what those third party platforms do with your information. Those platforms have their own privacy policies, and we encourage you to read them.

## **How is your information used?**

We or our service providers may use the Personal Information we collect from and about you, including User-Provided Information, Site Usage Information and/or any information collected through Social Networking sites, to perform the following business functions:

- enabling users to use our Site and its features
- administering the Site and your account with us
- responding to your requests, questions, and concerns
- market research and better understanding our audience
- developing new features and offerings on the Site
- increasing the functionality and user-friendliness of the Site
- protecting our rights and property
- other purposes disclosed when Personal Information is submitted to us

To perform the above functions, we may match information collected from you through different means or at different times, including both Personal Information and Site Usage Information, and use such information along with information obtained from other sources (including third parties) such as demographic information and updated contact information. We or our service providers may also use your information to assess the level of interest in, and use of, the Site, our e-mails and our other messaging campaigns both on an individual basis and in the aggregate.

## **Do we share Personal Information and Site Usage Information with others?**

Yes. We may share the information we collect on the Site with others for a variety of reasons. In addition to the kinds of information sharing you might expect, such as sharing with third parties who need your information in order to provide services to us (or on our behalf), we may share your information:

- when we believe in good faith that disclosure is necessary to protect our rights or property, protect your safety or the safety of others, investigate fraud or respond to a government, judicial or other legal request, or to comply with the law.
- in connection with a corporate change or dissolution, including for example a merger, acquisition, reorganization, consolidation, bankruptcy, liquidation, sale of assets or wind down of business. In addition, we may share non-personally identifiable Site Usage Information (including aggregate data) with others, for their own use, in a form that does not include your name or contact information.

## **Do Not Track Disclosures**

Some web browsers may transmit “do-not-track” (DNT) signals to the websites with which the user communicates. Because of differences in how web browsers incorporate and activate this feature, it is not always clear whether users intend for these signals to be transmitted, or whether they even are aware of them. We change our tracking practices (which are explained in more detail under “Site Usage Information” above) in response to DNT settings in your web browser where we are required by law.

Our third-party partners, such as Google Analytics, collect information about your online activities over time and across our Site and other online properties. These third parties may not change their tracking practices in response to DNT settings in your web browser and we do not obligate these parties to honor DNT settings. We utilize Google Analytics for our web analytics and you can opt out of your Site usage data being included in our Google Analytics reports by visiting <https://tools.google.com/dlpage/gaoptout>.

## **Security**

While we endeavor to protect the security and integrity of sensitive Personal Information collected via this Site, due to the inherent nature of the Internet as an open global communications vehicle, we cannot guarantee that any information, during transmission through the Internet or while stored on our system or otherwise in our care, will be absolutely error-free or safe from intrusion by others, such as hackers. We do not warrant or represent that the Site’s level of security meets or exceeds any particular standard, and any information you submit via the Site is at your own risk.

If you correspond with us by e-mail, text message, or using a “contact us” feature on our Site, you should be aware that your transmission might not be secure. A third party could view the information you send in

transit by such means. We will have no liability for disclosure of your information due to errors or unauthorized acts of third parties during or after transmission.

If at any time during or after our relationship we believe that the security of your Personal Information in our care may have been compromised, we may seek to notify you. We will endeavor to notify you as promptly as possible under the circumstances. If we have your e-mail address, we may notify you by e-mail to the most recent e-mail address you have provided us.

### **“Linked-To” Web Sites**

The Site may contain links, banners, widgets or advertisements that lead to other Web sites. We are not responsible for these other sites, and so their posted privacy policies (not this Policy) will govern the collection and use of your information on them. We encourage you to read the privacy statements of each Web site visited after leaving the Site to learn about how your information is treated by others.

### **Disclosure & Retention of Data Subjects’ Personal Information**

We will take reasonably necessary steps to ensure that where Personal Information of Data Subjects is shared with third parties, it is treated securely and in accordance with this Policy and applicable laws.

### **Changes to this Privacy Policy**

We may change this Policy from time to time. When we do, we will let you know by posting the changed Policy on this page with a new “Effective Date” and a new “Last Updated Date.” In some cases (for example, if we significantly expand our use or sharing of your Personal Information), we may also tell you about changes by additional means, such as by sending an e-mail to the e-mail address we have on file for you. In some cases, we may request your consent to the changes.

### **Contact Us**

If you have any questions or comments regarding our privacy practices, you may contact us at:

#### **Greater New York Hospital Association**

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