

HENNEPIN COUNTY MEDICAL CENTER WEBSITE PRIVACY POLICY

Purpose

Your privacy is important to us. This website privacy policy describes how we handle and protect Personal Information collected from you when you visit our website.

“Personal Information” is information that you provide about yourself or information that can be used to identify or contact you. This may include an address, phone number, email address, and other information when associated with a person’s name. Though the information collected on our website typically is not health related, in some contexts it may include or be considered “Protected Health Information” which may include medical information. The term “Protected Health Information” is defined in our [Notice of Privacy Practices](#). It describes how that information is collected, used, or disclosed, your rights regarding such use or disclosure, and how you may access your information.

Consent to Collect Information on This Website

Please review this policy before using our website. By using our website you are consenting to the collection, use and disclosure of your Personal Information as described in this policy. If you do not agree with this policy, do not use our website.

Types of Personal Information Collected on This Website

When you use our website, we may collect your Personal Information when you click on or enter certain links or web pages, or provide information in response. Some of the examples are as follows:

[Online Career Center](#) – Personal Information is collected to manage applications for HCMC jobs.

[MyChart](#) – Personal Information is collected to enroll for access to our patient electronic health record portal, and secure access and use to portions of patients’ medical records.

[Contact Us Form](#) – Your name and email address is collected when you have comments you want to share with us.

[Follow HCMCNEWS.org](#) (word press) – This is a third party website vendor that we contract with to allow you to subscribe to our news releases. Your email address is collected.

[Make a Donation](#) – This is a third party website vendor that we contract with to process donations through the website. The vendor collects your name, address, gift preference, and payment method, including your credit card and billing information.

[Pay my bill online](#) – This is a third party website vendor that we contract with to facilitate the payment of patient bills. This vendor collects your “myEasyMatch® Code”, payment amount, emails address and credit card information.

[Hennepin Honorary Alumni Program](#) – This is a third party website that collects your name, address, email address, dates of service, training and primary department. See the privacy policy on this site.

[Faces of Inspiration story form](#) – This form is used to collect your personal staff or patient experience to share publicly on our website, Facebook page or other public relations materials.

[Volunteer Services](#) – This site has forms and a link to a third party website vendor that we contract for volunteers to use to complete forms prior to volunteering on our main campus and in the emergency department. Personal Information regarding the identity and background of volunteers is collected at the time of their application.

You can decline to participate in any online activity that asks for Personal Information (for example, surveys or emails). Declining to participate won't affect your ability to access information on our website or limit your ability to receive healthcare services from us.

Disclosure of Personal Information

We do not sell or rent your Personal Information to other parties, nor do we share it with them for their own direct marketing purposes. We may disclose your Personal Information to third parties who complete transactions or perform services on our behalf or for your benefit.

We may disclose your Personal Information to legal or government regulatory authorities in response to their requests for such information or to assist in investigations of theft, fraud or abuse; or to third parties in connection with claims, disputes or litigation, if we are required by law to do so. We may also disclose your Personal Information if we determine its disclosure is necessary in an emergency.

Links to Other Sites

Our website contains links to websites operated by other parties; including vendors that we contract with to provide services. Those websites may be hosted by us, or branded with our logo and hosted by such parties. When you visit their websites, they may collect information about your visit and use it to provide advertisements to you. This policy does not apply to, and we are not responsible for, the practices of other parties that collect your personal information. Each of those linked websites may maintain its own policies about the collection, use and protection of your personal information. We encourage you to check the privacy policies of such parties to learn about their practices.

Cookies and Other Information About Your Use of Our Website

Our website uses "cookies" to customize the browsing experience. Cookies are small files stored by web browsers when a user first visits a website. They provide a method of distinguishing among visitors to websites. They are also used to identify web users and optimize their experience on the website by remembering what they have viewed there. Web browsers normally accept cookies, unless the user has specifically turned them off. We also use Google Analytics, a web analysis tool that helps us understand how visitors use our website and provides searching capabilities on the website. We do not use web beacons or other technology that could identify you.

Our web servers automatically collect the IP address (Internet Protocol) of the computer accessing our website. An IP address generally identifies only the computer using the website. We use aggregate IP address information to help us understand how our site is being used and how we can provide better service to those using our website. We collect information about the internet domain you use to access our website (e.g. "Comcast.com", "companyname.com" etc.). We also collect information on the type of web browser and operating system you use to access our website along with the date and time of your access and the web pages that you view.

We may also analyze keywords you use in a search on our webpage to make the website more useful to our visitors.

Use of Aggregated and De-Identified Information

HCMC may use information gathered through this website to create a compiled, aggregate view of the audience and visitor usage patterns. We use aggregated and/or de-identified information in our analysis

to better understand the visitors to our website as we develop new products and services. We may also share aggregated and/or de-identified information with our third-party service vendors. Aggregate and de-identified information is not personally identifiable.

Children's Privacy

Our website is not targeted to children or minors under the age of 13 and we do not intentionally collect personal information from children except for where a child has requested access to MyChart or is an emancipated minor. If we discover a child has provided us with personal information online through this website, we will take reasonable steps to delete this information.

Security

We use industry standard administrative, physical and technical measures to protect the security and confidentiality of Personal Information you provide us through our website. Portions of our website may use Secure Sockets Layer (SSL) technology, a commonly employed method of encrypted communication used on the Internet, to encrypt during transmission, sensitive Personal Information you input, including credit card numbers. We take reasonable steps to protect Personal Information you provide us. We cannot ensure or warrant our ability to make our sites completely secure or "hacker proof" and we cannot guarantee your Personal Information will not be disclosed or misused, whether by accident or intentional unauthorized acts of others.

Changes to This Policy

This privacy policy may be changed or amended as needed to better inform you or comply with new laws or regulations. The effective date at the end of the policy notifies you that the policy has changed. We encourage you to visit our website periodically to view the latest version of this policy.

Questions or Concerns?

If you have questions about our privacy practices, this policy or our Notice of Privacy Practices, please contact us at privacyofficer@hcmcd.org or 612-873-3737.

Effective Date: March 10, 2015