

PRIVACY STATEMENT

Atrium Health, and its respective divisions, subsidiaries and affiliates (“[AH]”) recognizes the importance of protecting your privacy. This Privacy Statement (“Statement”) discloses our information-gathering and dissemination practices for this website at <http://www.atriumhealthlistens.org> (“Website”).

By using this Website, you agree to be bound by the terms and conditions of this Statement and the [Terms of Use](#). You may also be subject to another privacy statement or other terms and conditions that are posted on AH’s website specific to a particular AH program or service (“Other Agreement”). Based upon your specific relationship(s) with AH, we may collect, use or disclose Personal Information (defined below) in ways described in more detail in one or more Other Agreements. To the extent the Other Agreement includes additional terms that are not covered by or are inconsistent with this Statement, the terms and conditions of the Other Agreement will supersede this Statement.

Within this Statement you will find covered matters related to the following:

- Minors
- Information We Collect
- Personal Information
- Non-Personal Information
- Cookies
- How We Use Your Personal Information
- Disclosure of Your Personal Information
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1. Minors

We do not knowingly collect Personal Information (as defined below) online from persons under the age of 18.

If a minor provides us with this type of information online, please contact us to have the account deactivated by sending us an email at support@atriumhealthlistens.org.

2. Information We Collect

- a. Personal Information. We collect and store Personal Information that you provide voluntarily when using this Website, and we create a profile of you. Personal Information is information that can identify you as a specific individual (“Personal Information”). To do this, we collect personal information from you such as your name, email address, gender, age, race, and political affiliation. On occasion, we may automatically add information from your survey responses to your profile. We may also request information about others residing in your household, including children. All information is viewable by us, and may be shared with third parties as outlined below.
- b. Non-Personal Information. When you visit any page on the Website, we use a program that monitors and evaluates the website’s traffic. It automatically records every visitor’s host, domain name, pages visited, length of user session, browser type and/or IP address. This information does not contain Personal Information. We use this information to find out how many people visit the

Website to determine the areas of greatest interest on the Website, and to make improvements to the Website.

When you visit and interact with this Website, AH and third parties with whom AH has contracted to provide services to AH, may collect non-personal information (for example, a catalog of the site pages you visit, or your IP address).

- c. Cookies. As with many other sites, the Website may use “cookies” or other technologies to help us deliver content specific to your interests, to process your inquiries or requests, and/or to analyze your visiting patterns. Cookies, by themselves, will not be used by AH to disclose your individual identity. This information identifies your browser, but not you, to our servers when you visit the Website. If you want to disable the use of cookies or remove them at any time from your computer, you can disable or delete them using your browser (consult your browser’s “help” menu to learn how to delete cookies), however you must enable cookies to access certain information on the Website. We may also collect data by using “pixel tags,” “web beacons,” “clear GIFs” or similar means (collectively, “pixel tags”) that allow us to know when you visit the Website. Through pixel tags, we obtain non-personal information or aggregate information (i.e., your IP address, the areas of this website you visit, your operating system, your browser version and the URL you came from) which can be used to enhance your online experience and understand traffic patterns.

Cookies are small text files placed by a website onto a visitor's web browser or mobile device. When a website page is accessed, a cookie will send information back to the party who placed the cookie such as the last page you visited. Cookies can store information such as unique identifiers, preferences, time and date information, and can also be used to track the pages you visit. Cookies cannot access, read or modify any other data on a computer or mobile device.

Cookies can be session based, which means that they expire automatically when you close your browser, or they can be persistent. Persistent cookies remain even after you close your browser session, but will include an expiry date, after which they are no longer useable.

Cookies can also be set by more than one party. Cookies that are set and controlled directly by the website you are visiting are called ‘first party cookies’, and these cookies will display the domain of the website that you are visiting. Cookies that are set by third parties are known as ‘third party cookies’ and are typically not set or controlled by the website you are visiting, even though they are placed on your device during a visit to that website. These third party cookies will display the domain of the third party’s website, and the data they collect is sent back to the third party’s servers. This website sets both first and third party cookies, which can be session based or persistent depending on their use. Most of these cookies are set using our service provider’s survey and community platform.

This website uses cookies for a number of useful purposes such as facilitating authentication, remembering your preferences, and maintaining sessions. Cookies also enable us and our service providers to analyze website usage such as pages you’ve visited in order to improve the functionality of the website.

This website uses Google Analytics, a popular website analytics service provided by Google Inc. to measure how you interact with content and to keep track of the pages you have viewed. The cookie set by Google Analytics uses an anonymous identifier to recognize your visit and does not collect any of your personal information.

Every major web browser provides the option to refuse any cookie and you may also delete a cookie manually from your device. To block tracking by the Google Analytics cookie, please visit <https://tools.google.com/dlpage/gaoptout>. Note that refusal or deletion of cookies may cause some site features to not function correctly or at all. More information about your choices regarding cookies can be found at <http://www.allaboutcookies.org>.

Do Not Track Signal

Some browsers allow you to send a 'Do Not Track' request when you visit a website. Aside from the cookie related settings listed above, this website does not process Do Not Track signals sent by your browser.

If you would like more information about the use of cookies on this website, please contact us at support@atriumhealthlistens.org.

3. Communications from the Site

In order to participate in our Market Communities, you must opt-in to receive emails from us. The first email you receive from us will be sent to confirm your subscription and verify that the email address you have provided is valid. Subsequent emails will be sent to invite you to participate in surveys, to respond to your inquiries and support requests, to send you newsletters and other informative content, and to administer sweepstakes.

4. How We Use Your Personal Information

When filling out surveys, we ask that you do not provide personal information unless it is explicitly requested. For example, do not provide information about a health condition in a field that is requesting information about your favorite food. When submitting information about others, we require that you obtain their consent before providing their information to us.

Any time you participate as a respondent in one of our surveys, you can be assured that your individual responses will be kept confidential and will only be shared as outlined in this Policy. You are free to choose whether or not to participate in a survey, free to choose not to answer any specific questions and free to discontinue participation at any time.

We use your Personal Information to:

- complete any registration or other information you request online
- improve this Website
- improve our products and services, and identify, develop, and offer new or expanded products and services
- personalize your experience on this Website, and customize the content and/or format of the pages you visit
- notify you about updates, products, services, and/or special offers from AH, its affiliates, and selected third parties
- generate aggregate statistical studies and conduct research related to our products and services and the use of this Website

5. Disclosure of Your Personal Information

Generally, we do not provide personal information to third parties. From time to time however, we may share your personal information with others including our clients and other third parties under the following circumstances:

- The third party provides a service to us, such as a hosting provider, and is contractually bound to protect the confidentiality of your personal information;
- You have consented to participate directly in a study conducted by or on behalf of our client;
- You post the information while participating in an open discussion forum; or
- When we believe it necessary to comply with the law, to protect the rights or safety of our website, other users, or third parties.

We will never use your personal information for reasons that we have not disclosed to you, including selling it to marketers or advertisers for their own purposes. We reserve the right to use and share all non-personal information with others without limitation.

In some instances, we may combine non-personal information with Personal Information (such as embedding email addresses in cookies). If we do combine any non-personal information with Personal Information, the combined information will be treated by us as Personal Information in accordance with this Statement.

6. Choice to Opt Out

If you are receiving communications from us, including voicemail or email, but later decide that you would prefer not to receive communications from AH, please contact support@atriumhealthlistens.org. Please note that when you unsubscribe, we will not only cease sending you emails, we will also deactivate your membership. Any information you have submitted to us, including survey invites and personal information will continue to be retained in accordance with our data retention practices outlined below.

Opting-out of our Market Communities does not unsubscribe you from other communities you have chosen to join, including Associate and other client communities. If you have opted-in to participate in an Associate survey or have otherwise become a participant in one of our client's communities and wish to be removed, you will need to contact them directly to unsubscribe.

Certain communications are transactional in nature and do not provide you the ability to opt-out. For more information, please visit our main [privacy policy](#).

7. Data Retention

We will retain your personal information and survey responses for as long as it remains necessary or relevant for the purposes we have identified or as permitted/required by law. For example, we may need to retain the personal information of an unsubscribed member for the purposes of maintaining the integrity of the study, or to honor that member's opt-out preference (by retaining the email address). If you would like to explicitly request the removal of your personal information, please contact us using the contact information listed above. Non-personal information is not subject to any retention limitations, and may be retained indefinitely.

8. Links to Third-Party Sites

This Website may contain links to other third-party websites. AH does not control the privacy statements or practices of these third-party sites. You should review those statements before providing any information. AH is not responsible for the content or practices of any linked third-party sites, and we provide these links solely for the convenience and information of our visitors. Specifically, if you use a credit card, debit card or bank account information to pay for any products or services, AH is not responsible for any information you provide regarding the credit card, debit card or bank account information on this Website.

9. Security

AH has established safeguards to help prevent unauthorized access to or misuse of your Personal Information, but cannot guarantee that your Personal Information will never be disclosed in a manner inconsistent with this Statement (for example, as a result of unauthorized acts by third parties that violate applicable law or relevant Web statements).

When you register for a Web account, you will be asked to select a password to help protect your information. These passwords help us verify your identity before granting access or making corrections to any of your Personal Information. You should never disclose your password to anyone. AH will never ask you for your password in an unsolicited phone call or email. You are responsible for maintaining the secrecy of your passwords and any account information.

10. Changes

AH reserves the right to change this Statement to respond to new laws, regulations, technology, or for other business reasons. Please check this Website from time to time to review any such changes.

11. Governing Law and Jurisdiction

You agree that any claim, action or proceeding arising out of this Statement, or your use of this Website, shall be governed by and construed in accordance with the laws of the United States and the State of North Carolina, without regard to principles of conflict of laws. Any claim, action or proceeding related to this Statement will be resolved exclusively in the state or federal courts located in the State of North Carolina and you consent to the jurisdiction of those courts.

12. Contact Information

If you have any questions or concerns about this Website or Privacy Statement, you may contact us by email at marketing@carolinashealthcare.org or write to us at: AH, Attn: CCM&O P.O.Box 32861, Charlotte, NC 28232

13. Special Notice to California Residents

Under California Law SB 27, California residents have the right to receive, once a year, information about third parties with whom we have shared Personal Information about you or your family for their marketing purposes during the previous calendar year, and a description of the categories of Personal Information shared. If you are a California resident and wish to make such a request, please send an email to marketing@carolinashealthcare.org and include the phrase "California Privacy Request" in the subject line, and provide us with your name, address and email address. We will respond to you within thirty (30) days of receiving such a request.

14. Class Action Waiver

THERE WILL BE NO RIGHT OR AUTHORITY FOR ANY DISPUTE TO BE BROUGHT, HEARD, OR ARBITRATED AS A CLASS ACTION (INCLUDING WITHOUT LIMITATION OPT OUT CLASS ACTIONS OR OPT IN COLLECTIVE CLASS ACTIONS), OR IN A REPRESENTATIVE OR PRIVATE ATTORNEY GENERAL CAPACITY ON BEHALF OF A CLASS OF PERSONS OR THE GENERAL PUBLIC. ALL DISPUTES SHALL BE RESOLVED ON AN INDIVIDUAL BASIS ONLY.