

# Healthcare Capacity System Website Privacy Policy

Effective Date: Aug. 12, 2024

Please click [here](#) for a printable PDF version of this notice.

## About the Healthcare Capacity System

The Healthcare Capacity System ("HCS") is an automated, web-based tool that displays real-time census, available beds, and related information from hospitals. HCS is a service of Oregon Health Enterprises, Inc., d/b/a Apprise Health Insights ("Apprise Health Insights"), a subsidiary of the Oregon Association of Hospitals and Health Systems d/b/a/ Hospital Association of Oregon ("Hospital Association"). The website at [healthcarecapacitysystem.com](http://healthcarecapacitysystem.com) provides information about HCS.

## Scope of this Policy

This privacy policy applies to:

- Apprise Health Insights and our affiliates ("Client," "we," "us," "our").
- The website at [healthcarecapacitysystem.com](http://healthcarecapacitysystem.com) (the "Website").

This Policy applies when you interact with us through the Website. It also applies anywhere it is linked. It does not apply to third-party websites, mobile applications, or services that may link to the Website or be linked to from the Website. Please review the privacy policies on those websites and applications directly to understand their privacy practices.

We may change this Healthcare Capacity System Website Privacy Policy ("Policy") from time to time. If we do, we will notify you by posting the updated version.

## Information We Collect

We collect information from you directly, from the devices you use to interact with us, and from third parties. We may combine information from the Website together and with other information we obtain from our business records. We may use and share information that we aggregate (compile to create statistics that cannot identify a particular individual) or de-identify (strip information of all unique identifiers such that it cannot be linked to a particular individual) at our discretion.

## Information you give us

You may provide the following information to us directly:

- Contact and professional information, including name, email address, telephone number, and job title, as well as company name and size.
- Demographic information.
- Information you make available to us via a social media platform.
- Any information or data you provide by interacting with our message function, or by commenting on content posted on our social media pages. Please note that these comments are also visible to other users of our social media pages.
- Any other information you submit to us.

## Information we collect automatically

We and partners working on our behalf may use log files or other digital tracking technologies to collect the following information from the device you use to interact with the Website. In addition, we may use cookies, which are small data files transferred to your computer via your Web browser. We may use cookies and log file information to: (i) monitor effectiveness of marketing campaigns; (ii) record site analytics such as total number of visitors, pages viewed, etc.; and (iii) track your entries, submissions and communications. Most web browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. Please be advised that some website features and services may not function properly if you set your browser to refuse cookies.

We also create records when you otherwise interact with the Website.

- *Device information*, including IP address, device identifiers, and details about your web browser.
- *Analytical information*, including details about your interaction with our website and electronic newsletters.
- *Organizational record information*, including records of event participation.

The following is a list of our partners who collect the information described above. Please follow the links to find out more information about the partner's privacy practices.

Partner	Information Type Collected
Elementor	Used for web development purposes
Google Analytics	Used to analyze how users engage with healthcarecapacitysystem.com
reCAPTCHA	Used to track and analyze user behavior to distinguish humans from bots or automated software
Vimeo	Used to check if certain features or preferences have been selected by the user on websites with embedded videos from Vimeo
wpEmojiSettingsSupports	Used for web development purposes

#### *Information We Collect From Other Sources*

We may collect the following information about you from third-party sources.

- Information about your interests, activities, and employment history from social networks and other places where you choose to share information publicly.

#### **How We Use Your Information**

We may use any of the information we collect for the following purposes.

- **Service functionality:** To provide you with information about our programming and events, including to send communications (including event reminders), and conduct general organization operations.
- **Service improvement:** To improve and grow our programming, including to develop new programming and understand how our website is being used, our customer base and participation trends, and the effectiveness of our marketing.
- **Security:** To protect and secure our website, assets, network, and organization operations, and to detect, investigate, and prevent activities that may violate our policies or be fraudulent or illegal.
- **Legal compliance:** To comply with legal process, such as warrants, subpoenas, court orders, and lawful regulatory or law enforcement requests and to comply with applicable legal requirements.

#### **How We Share Your Information**

We may share any of the information we collect with the following recipients.

- **Affiliates:** We share information with other members of our group of companies.
- **Service providers:** We engage vendors to perform specific business functions on our behalf, and they may receive information about you from us or collect it directly. These vendors are obligated by contract to use information that we share only for the purpose of providing these business functions, which include:

- o *Supporting Service functionality*, such as vendors that support event registration, customer service and customer relationship management, postal mailings, and communications (email).
  - o *Professional services consultants*, such as firms that perform analytics, assist with improving our business, provide legal services, or supply project-based resources and assistance.
  - o *Analytics and marketing services*, including entities that analyze traffic on our online properties and assist with identifying and communicating with potential customers.
  - o *Security vendors*, such as entities that assist with security incident verification and response, service notifications, and fraud prevention.
  - o *Information technology vendors*, such as entities that assist with website design, hosting and maintenance, data and software storage, and network operation.
  - o *Marketing vendors*, such as entities that support distribution of marketing emails.
- **Business partners:** From time to time, we may share your contact information with other organizations for marketing purposes
  - **Online advertising partners:** We partner with companies that assist us in advertising our services, including partners that use cookies and online tracking technologies to measure the effectiveness of advertising.
  - **Social media platforms:** If you interact with us on social media platforms, the platform may be able to collect information about you and your interaction with us. If you interact with social media objects on our Website (for example, by clicking on a Facebook “like” button), both the platform and your connections on the platform may be able to view that activity. To control this sharing of information, please review the privacy policy of the relevant social media platform.
  - **Government entities/Law enforcement:** We may share information when we believe in good faith that we are lawfully authorized or required to do so to respond to lawful subpoenas, warrants, court orders, or other regulatory or law enforcement requests, or where necessary to protect our property or rights or the safety of our employees, our customers, or other individuals.
  - **Other businesses in the context of a commercial transaction:** We may change our ownership or corporate organization while providing programming and events. We may transfer to another entity or its affiliates or service providers some or all information about you in connection with, or during negotiations of, any merger, acquisition, sale of assets or any line of business, change in ownership control, or financing transaction. We cannot promise that an acquiring party or the merged entity will have the same privacy practices or treat your information as described in this policy.

## Security

We use a combination of physical, technical, and administrative safeguards to protect the information we collect through the Website. While we use these precautions to safeguard your information, we cannot guarantee the security of the networks, systems, servers, devices, and databases we operate or that are operated on our behalf.

## Your Options and Rights Regarding Your Information

**Your Contact:** Please contact us to update your contact information.

**Email Unsubscribe:** If you do not wish to receive marketing information from us or wish to opt out of future email promotions from us, please contact us. Please note that all promotional email messages you receive from us will include an option to opt out of future email communications.

**Do Not Track:** Your browser or device may include “Do Not Track” functionality. Our information collection and disclosure practices and the choices that we provide to you will continue to operate as described in this privacy policy regardless of whether a Do Not Track signal is received.

## Other Important Information

*Data retention*

We may store information about you for as long as we have a legitimate business need for it.

#### *Information about children*

The website is intended for users who are eighteen years old and older. We do not knowingly collect information from children. If we discover that we have inadvertently collected information from anyone younger than the age of 18, we will delete that information. Please contact us with any concerns.

#### *Sharing of Medical or Health Information*

To the extent that we receive medical or health information about you, that information is subject to electronic disclosure to the extent permitted by applicable law.

## **Privacy Disclosures for Specific Jurisdictions**

### *Oregon*

Residents of the State of Oregon have the following rights:

- *Opt out of "sales" of personal information and use of their personal information for "targeted advertising,"* as those terms are defined under applicable law. Note that we do not sell personal information or use it for targeted advertising.
- *Opt out of "profiling"* under certain circumstances, as defined under applicable law. Note that we do not use personal information for profiling.
- *Confirm processing of and access to personal information under certain circumstances.*
- *Correct personal information* under certain circumstances.
- Request the specific third parties (other than natural persons) to which personal data has been disclosed.
- *Delete personal information* under certain circumstances.

Residents can exercise their rights by contacting us by using one of the methods listed below.

## **Contact information, submitting requests, and our response procedures**

### *Contact*

Please contact us if you have questions or wish to take any action with respect to information to which this privacy policy applies.

[Email: info@healthcarecapacity.com](mailto:info@healthcarecapacity.com)

Telephone: 503.636.2204

Mail: 4000 Kruse Way Place, Building 2, Ste. 100, Lake Oswego, OR 97035

### *Making a request to exercise your rights*

**Submitting requests:** You may request to exercise your rights by making a request using the contact information above.

**Verification:** We must verify your identity before responding to your request. We verify your identity by asking you to provide personal identifiers that we can match against information we may have

collected from you previously. We may need to follow up with you to request more information to verify identity.

We will not use personal information we collect in connection with verifying or responding to your request for any purpose other than responding to your request.