

Privacy Policy

Effective and last updated date: [July 5, 2024]

Waterleaf Women’s Center (“WWC,” “we,” or “our”) takes your privacy seriously. This Policy is meant to help current and prospective patients, donors, and other individuals (collectively “you” or “your”) that visit our website at <https://waterleafwc.org/> or engage with us through other online or offline methods to understand how we treat their personal data. For purposes of this Policy, personal data refers to information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you. De-identified, aggregate, or publicly available information is not personal data.

This Policy does not describe how we collect or use Protected Health Information (“PHI”) as defined by the Health Insurance Portability and Accountability Act of 1996. For information about how we process and share your PHI, and rights you may have in connection with your PHI, please refer to our [Notice of Privacy Practices](#).

Individuals with disabilities may access this Policy in an alternative format by contacting 630-701-6270.

I. Personal Data We Collect

When you engage with us, we may collect or receive personal data about you, whether automatically and indirectly through cookies and other similar technologies, directly from you, or from other third parties such as our service providers and business partners. The personal data we collect or receive may include the following:

- **Identifiers**, such as name, email address, phone number, mailing address, unique personal identifier (e.g., device identifier, unique pseudonym, or user alias/ID), online identifiers, IP addresses, and other similar identifiers.
- **Donor information**, such as donor name, email, phone number, address, and credit card or financial account numbers that allow you to donate to our organization.
- **Internet or other electronic network activity information**, such as information about your device(s) when accessing our website and your usage details of our website, information you provide when filling in forms on our websites, or information you provide when requesting further information, products, or services from us.
- **Location data**, such as time and physical location related to use of an internet website, application, device, or physical access to an office location.
- **Sensory or surveillance information**, such as video surveillance of our clinic.
- Any **other information** you choose to provide when you contact us, such as when you fill out a form on our website or request an appointment, or when you otherwise engage with us.

We may also aggregate or de-identify personal data by removing any details that identify you personally. Aggregated or de-identified data will not be subject to this Policy and will be used to the extent permissible under applicable law.

II. Why We Use Personal Data

We may use personal data about you for purposes that include the following:

- Providing our website and supporting the features available to you.
- Personalizing your digital experience with us, including enhancing features and designing relevant alerts.
- Providing you with information or services that you request from us, including providing information or processing donations.
- Understanding how you and others use our websites and services and to determine what features and services may be of interest. For example, to help us gauge the effectiveness of our communications, we use common digital tools that allow us to see if you opened an email we sent or visited a link in those emails.
- Operating and improving our organization and our services.
- Communicating with you and others, including responding to requests and inquiries and providing support.
- Troubleshooting, de-bugging, and otherwise addressing issues that may arise with the functionality of the website.
- Helping to ensure security and integrity, to the extent the use of your personal data is reasonably necessary and proportionate for these purposes.
- Protecting the legal rights, property, safety, and security of records or information, our patients and website users, our organization and others, including detecting and preventing fraud, misuse of the website, and other unauthorized activity.
- Complying with industry standards, applicable law, judicial process, any properly authorized civil, criminal, or government or regulatory investigation or request, or any subpoena or summons issued by a competent authority.
- Enforcing our policies, terms of use, or rights arising from contracts.
- For such purposes as you may authorize at the time you submit the information, or as is otherwise compatible with the above purposes or your reasonable expectations.

We do not sell personal data.

III. With Whom We Share Personal Data

We may disclose personal data:

- To our affiliates and business partners;
- To our contractors and service providers who we use to support our organization, such as IT operating system and platform vendors, security vendors, monitoring and data analytics providers, and payment service providers;
- To other third parties, such as regulatory authorities or other third parties in response to legal process or other legal reporting requirements; to potential buyers (and their agents and advisors) in connection with any proposed merger, acquisition, or any form of sale or transfer of some or all of our stock or assets (including in the event of a reorganization,

dissolution or liquidation); and to other similar third parties where disclosure is required for an ordinary business purpose in connection with our provision of services.

IV. Your Choices

You may be able to exercise certain choices with respect to the personal data we collect and use.

- You may choose not to provide the personal data we request. However, not providing information may restrict your ability to use certain features of the website.
- We collect information about our website users using web logs, cookies, and similar technologies (collectively, “cookies”). You may, at any time, prevent the setting of cookies through our website through your Internet browser’s settings, and may thus permanently deny the setting of cookies. Already-set cookies may be deleted at any time via an Internet browser or other software program, but this may decrease the functionality of our website.
- You may opt-out of receiving emails from us by using the unsubscribe link within each email.
- Some Internet browsers have a “Do Not Track” feature that lets you tell websites that you do not want to have your online activities tracked. Our website strives to honor “Do Not Track” browser settings where possible. While there is no consensus on how to best do this, we follow the recommendation made by the World Wide Web Consortium as described in its 22 January 2019 W3C Working Group Note. When a Do Not Track signal is detected, our website is designed to adjust its tracking behavior accordingly.

V. Retention of Personal Data

We retain personal data for as long as necessary to carry out the processing activities described in this Policy, including but not limited to providing and administering the website, providing you with services, answering your queries, complying with applicable laws, regulations, rules, and requests of relevant law enforcement and/or other governmental agencies, and protecting our, our employees’, and our business partners’ and patients’ rights, property, or safety and the rights, property and safety of others. We may retain personal data for a longer period of time if a longer retention period is required or permitted by applicable law. In specific circumstances, we may also retain your personal data for longer periods of time so that we have an accurate record of your dealings with us in the event of any complaints or challenges.

VI. Confidentiality

We have implemented appropriate physical, technical, and organizational security measures designed to secure your personal data against accidental loss and unauthorized access, use, alteration, or disclosure. In addition, we take measures to limit access to personal data to those employees, agents, contractors, and other third parties that have a legitimate business need for such access. Although we use appropriate security measures once we have received your personal data, the transmission of information over the internet is never completely secure, so we cannot guarantee that your personal data will remain secure in all circumstances.

We use payment card processors to process donations. Your donation data is delivered directly from the browser to payment card processors, who handle your payment card data subject to industry standards regarding security. It is important for you take steps to protect against unauthorized access to your donation information and devices.

VII. Links to Other Websites and Services

We may provide links to other websites and services for your convenience, which are not subject to this Policy. The operators of the linked websites and services may have posted their own privacy policies that you should review to learn more about their privacy practices. If you decide to access any of the third-party websites linked to our websites, you do so entirely at your own risk and subject to the terms and conditions of use for such third-party websites.

VIII. Children's Privacy

Our websites are not intended for or designed to attract children under the age of 13, and we will not knowingly solicit or collect personal data from children we actually know are under 13. If we learn we have collected personal data from a child under 13 years of age, we will delete that information as quickly as possible. If you believe that a child under 13 years of age may have provided personal data to us, or are a parent or guardian of an individual that is under 13 years of age, please contact us as set forth in the [Contact Us](#) page.

IX. Changes to this Policy

We may update this Policy to reflect changes in our privacy practices at any time and without prior notice to you. When we do so, we will update the Effective Date of the Policy, above. We encourage you to periodically review this Policy for the latest information on our privacy practices.

X. Contacting Us

If you have any questions or comments about this Policy or our privacy practices, please contact us at: 630-701-6270 or visit our [Contact Us](#) page.