

## **WEBSITE PRIVACY POLICY**

Thank you for visiting St. John's Riverside Hospital ("SJRH"). SJRH is committed to protecting the privacy and security of visitors to our website. This website privacy policy ("Privacy Policy") will tell you what information we collect, how it is used and your options as you interact with our website. By using this website, you agree to this policy. Please read the following carefully before using the website. "Protected health information" as defined under the Health Insurance Portability & Accountability Act and related regulations (collectively referred to as "HIPAA"), including information you provide to an SJRH facility or to our affiliated entities, while being treated as a patient or within [MyStJohnsHealth](#) patient portal, is separate and subject to the Uses and Disclosures of Patient Information.

### **Your Consent**

By using our website, you consent to the collection, use and sharing of information as described in this Privacy Policy. By providing us with an email address, you agree that we may use your email address to communicate with you about our services and select messages from our partners or affiliates. (NOTE: Opt-out options are discussed in the sections entitled "Cookies, Tracking and Internet-based Advertising".)

### **Information That We Collect**

You may use our website without providing any personal information. When you reply to any of our communications with a request, we may need to collect additional information. For example, you may be asked to provide personal information, such as name, email address, and demographic information if you choose to complete an online form or provide feedback. If you submit any personal information relating to other people, you represent that you have the authority to do so and permit us to use the information in accordance with this Privacy Policy. By submitting personal information, you grant SJRH the right to transmit, monitor, retrieve, store and use your information in connection with the operation of the website. Patients can opt to create a [MyStJohnsHealth](#) patient account to view and manage their health information. Features include reviewing laboratory and radiology results, viewing a list of current medications, allergies, and conditions, and tracking immunizations and other health maintenance items. Before creating an account, please review the acknowledgment box available on the SJRH website.

### **Data Security**

SJRH is committed to protecting the privacy of the personal information you provide to us via this website so that we can make sure it remains as secure as possible. Accordingly, we use reasonable efforts to prevent unauthorized access. We use a secure firewall and a security infrastructure that protects the integrity and privacy of personal information submitted to us via this website. As an additional security measure, your personal information is also encrypted during transmission using appropriate technology. This is an industry standard. (Encryption is a common method used to protect transmission of sensitive data across the Internet.)

Although we work hard to protect your personal information, SJRH cannot guarantee the security of any information you transmit to us through online applications, and you do so at your own risk. Depending on the nature of the inquiry, your communication could be discarded or archived. If you wish, you can contact us instead by telephone at the numbers provided on our website.

### **Cookies, Tracking and Internet-based Advertising**

This website works with third-party products or services (“Service Providers”). These include Google and other Service Providers who help us track and analyze visitor activity on the website, measure the effectiveness of our advertising efforts, and support the optimization of our digital marketing campaigns.

The website uses “cookies,” tracking pixels and related technologies. These can be set up by SJRH or by our Service Providers.

Cookies are small data files that online services can store on, and retrieve from, a user’s computer or mobile device through the user’s web browser. The information is stored and retrievable either for the duration of a website visit (known as “session cookies”), or until some later point in time set by the website setting the cookie (known as “persistent cookies”).

Examples of information we and our Service Providers collect include how often someone visits this website and what they do while on the website. We and our Service Providers use this information in the aggregate to understand how our visitors as a group use different resources and to help us improve our website. We and our Service Providers also collect information about the activity of individual website users. This information may be used to direct related SJRH advertisements and/or informational content to website users when they visit other websites. Most internet browsers accept cookies by default, but you can modify your browser preferences to block or restrict cookies if you do not want your web browsing activity tracked. There are a variety of tools publicly available to manage cookies and similar technologies that collect information related to your use of the website. Learn more from (i) the [FTC](#) or (ii) [the Digital Advertising Alliance opt-out page](#), which allows users to opt out from receiving interest-based advertising.

We are not responsible for the effectiveness or compliance of third party opt-out mechanisms or programs. Please note that if you delete your cookies or upgrade your browser after having opted out, you will need to opt out again. Further, if you use multiple browsers or devices you will need to opt out on each browser or device. You can access information on this website without enabling cookies in your browser but disabling cookies may result in a diminished ability to take advantage of the services and related informational content on the website.

For example, we use web analytics and tag management services and tools provided by Google to collect certain information relating to your use of this website. For example, this website uses Google Analytics to review the behavior of website visitors as soon as their website visit begins. The data collected during this analysis, which takes place in the background, is sent to Google’s servers. The use of Google Analytics and the treatment of any information collected through the

service, such as IP address, date, time, language, screen size and resolution, and mouse movements while on the page, are subject to Google's applicable privacy policy and terms of use, as noted in the boxes where you are asked to confirm that "I'm not a robot" when submitting a form. You can find out more about how Google uses data when you visit our website by visiting <https://policies.google.com/privacy?hl=en-US>.

Our Service Providers may acquire additional information about your activity on our website, including pages you visit, access times, duration of visit, how you arrived at our website and your IP address. An IP address is a number that identifies a device connected to the Internet. For most devices, the IP address changes on at least a weekly basis. Our Service Providers may also acquire device identifiers and specific information about the browser you use. In some cases, this information may be unique to you.

SJRH also uses third-party platforms provided by Google, Facebook, Altice, Microsoft and other providers to manage and deliver digital advertisements about its services on third-party, non-SJRH websites. In providing this service, these platforms may collect limited data related to your activity on those third-party websites using technology such as cookies to deliver SJRH advertisements on those websites to users that may find them relevant. For example, cookies on those third-party websites may capture data such as date and time of web browsing, browser type, operating system type, IP address, or alphanumeric identifier. In order to provide verification to SJRH that an ad was delivered, these platforms may report certain of this data to SJRH on an aggregated basis.

### **How We Use This Information**

SJRH uses the information you provide to fulfill online requests, process credit card information and respond to customer service inquiries, or in other ways as required by law.

We may use your information to:

- Help us improve the services we offer
- Personalize your experience and inform you about the treatments/services in which you have indicated an interest
- Tailor digital advertisements on third-party websites based on your interactions on our website
- Improve our website offerings and send you information and updates
- Respond to your questions and requests and improve customer service
- Administer a promotion, survey or other site feature
- Communication changes to our Privacy Policy or terms of use

In some cases, third parties contracted by SJRH may have access to your information to perform a specific task, for example, to send you an e-newsletter.

## **Third-Party Vendors/ Content Providers**

SJRH shares information with third parties, including as required by law or to provide the services requested. SJRH engages reputable third-party vendors to help us manage this website, provide content and information, and interact better with our patients and visitors.

## **Online Surveys**

Occasionally we may request feedback on this website to better understand how we can improve what information we present and how we present it. These surveys do not ask questions that could personally identify you. We may ask for contact information to follow up, but you can decline to provide that information. Information that you provide in a survey may be shared with employees or third parties to aggregate the data.

## **Email Information**

Please do not provide personal information via email to us unless it is through a secure channel (these will be marked, as secure online forms, for example). Remember that email messages, unless encrypted while in transit, can be viewed by other Internet users. If you have personal information to communicate with, please use the appropriate secure online form or contact the necessary party using traditional means such as phone or mail.

If you receive an email that looks like it is from SJRH and asks for your personal information, do not respond. This may be a scam or “Phishing” email intended to steal your information. SJRH will never request your password, username, credit card information or other personal information through email.

## **Links to External Websites**

This online Privacy Policy applies only to this website. This website contains links to other websites, within and outside of SJRH. Please be aware that this Privacy Policy does not apply to those websites. We encourage you to read the privacy policy on any other website before providing them with personal information.

Certain interactive patient applications may be linked to this website as a convenience for you. If you choose to utilize a specific patient application, please be sure to read the privacy policy associated with that application. [MyStJohnsHealth](#) patient portal, which offers patients secure electronic messaging to participate in practices, is an example of such a patient application.

## **Changes to This Policy**

SJRH has the right to change or update this Privacy Policy from time to time without notice, so please review it periodically to keep informed of any changes. If you have questions about this Privacy Policy or concerns about how we collect, use or protect your personal information, please contact us as listed below.

## **Contact Us**

If you have questions about this Privacy Policy or concerns about how we collect, use or protect your personal information, please contact us.

St. John's Riverside Hospital  
967 North Broadway  
Yonkers, New York 10701  
914-964-4444