

AMERICAN BRAIN TUMOR ASSOCIATION

Notice of Privacy Practices

THE EFFECTIVE DATE OF THIS NOTICE IS March 1, 2019.

THIS NOTICE DESCRIBES HOW INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED. **PLEASE REVIEW IT CAREFULLY.**

Your privacy is very important to us. Our Privacy Policy spells out the American Brain Tumor Association's (ABTA) commitment to respecting the privacy of the users of our services. It also describes the choices available to you regarding our use of your personal and/or health information. To the extent applicable, this notice also gives you information required by law about the duties and privacy practices of ABTA to protect the privacy of your information. We reserve the right to change this policy at any time.

Collection and Use of Personal Information. We may collect the following personal information from you:

- Contact Information such as name, email address, mailing address and phone number
- Date of birth
- Billing Information such as credit card number and billing address
- Unique Identifiers such as user name, account number or password
- Email and/or mailing addresses of friends or other people you would like us to contact
- Information in connection with your voluntary participation in a research study

As is true of most websites, we automatically gather information about your computer such as pages most frequently accessed by you, time spent on a page or area of the website, the number of visits to the website by you, types of browser used by you, cookie preferences or search terms entered by you. We can tell the type of computer and web service that you are using, as well as the date, time, and pages that you visit. We may log this information for system administration and improvement, order verification, marketing and system troubleshooting purposes.

We use this information to:

- Send you information about ABTA services and events
- Administer your account
- Send you a newsletter
- Send you marketing and promotional communications
- Respond to your questions and concerns
- Improve our website and marketing efforts
- Conduct research and analysis based on aggregate information in our database

Information Sharing with Third Parties. We will share your personal information with third parties only in the ways that are described in this privacy statement. We may share personal information with certain third parties that perform services on our behalf. The services provided by those third parties

may include: operating the website, hosting the website, providing services you request, authorization and processing of your payments, fraud protection and credit risk reduction, service customization, marketing and promotional material distribution, promotions fulfillment and website evaluation. Those third parties are not authorized to use or disclose personal information you provide to us on or through this website for any purpose other than to perform the services designated by us. We may also disclose your personal information as required or permitted by law such as to comply with a subpoena, in response to a search warrant or other legally valid inquiry, order or similar legal process.

HEALTH INFORMATION. There are two categories of Health Information that we may collect through our services: Protected Health Information and Additional Health Information. In the majority of circumstances, we collect Additional Health Information rather than Protected Health Information.

"Protected Health Information" is individually identifiable health information which is created or received by a covered entity (for example, a health care provider or health plan) and which relates to the past, present or future physical or mental health or condition of an individual, the provision of health care to an individual, or the past, present or future payment for the provision of health care to an individual. Protected Health Information is further defined by the federal Health Insurance Portability and Accountability Act of 1996 (HIPAA) and is subject to the protections of HIPAA. We may collect Protected Health Information in connection with our services.

"Additional Health Information" is information which does not fall within the category of Protected Health Information above (typically because it was not created or received by a provider or health plan), but which is the combination of Personal Information with information related to past, present or future physical or mental health or conditions, the provision of health care to an individual, or the past, present or future payment for the provision of health care to an individual. We may collect Additional Health Information in connection with our services.

How We May Use Protected Health Information or Additional Health Information. We may use and disclose Protected Health Information or Additional Health Information:

- To respond to your inquiries, fulfill your requests and fulfill services.
- To send to you marketing-related communications that we believe may be of interest to you (a) on the basis of Protected Health Information, if you opt-in to receiving such communications, and (b) on the basis of Additional Health Information, unless you opt-out of receiving such communications.
- For our business purposes, such as quality assessment, data analysis, audits, developing new services, improving our services, identifying usage trends, providing feedback to healthcare professionals, developing tools which help you assess the performance, competence and qualifications of healthcare professionals, and determining the effectiveness of our promotional campaigns.
- As we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public or government authorities, including public or government authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, or that of our affiliates, you or others; (g) at our discretion under emergency circumstances.

Posted Content on ABTA's Website. We reserve the right, but have no obligation, to monitor the user content you post on our website. We have the right to remove any such information or material for any reason or no reason, including without limitation if, in our sole opinion, such information or material violates, or may violate, any applicable law or to protect or defend our rights or property or those of any third party. We also reserve the right to remove information upon the request of any third party.

Third Party Websites. Our website may contain links to third party websites. When you click on a link to any other website or location, you will leave our website and go to another site, and another entity may collect personal information from you. We have no control over, do not review, and cannot be responsible for these outside websites or their content. Please be aware that the terms of this Privacy Policy do not apply to these outside websites or content, or to any collection of your personal information after you click on links to such outside websites. We encourage you to read the privacy policies of every website you visit. The links to third party websites or locations are for your convenience and do not signify our endorsement of such third parties or their products, content or websites.

Choices /Opt-Out. We want to communicate with you only if you want to hear from us. You may choose to stop receiving our newsletter or marketing emails by following the unsubscribe instructions included in our emails, updating your communications preferences in your account on our website or contacting us at the address, telephone number or email address set forth below. Please note however, that as a user of the service, you cannot opt-out of some administrative communications that are reasonably necessary to the service, such as billing or service notifications.

You have the right to access, update, and correct inaccuracies in your personal information in our custody and control, subject to certain exceptions prescribed by law. You may access, update or correct any of your personal information in your account by editing your profile within your account. You may request access, updating or the correction of inaccuracies in other personal information in our custody or control by writing or sending an email to us at the email address set forth below.

We reserve the right to retain any personal information reasonably necessary to appropriately document our business activities and for archival and record retention purposes. We will store personal information for as long as reasonably necessary for the purposes described in this Privacy Policy. You may have a right to request deletion of your personal information by us, and we will use commercially reasonable efforts to honor your request where required by law, but please note that we may be required to keep such information and not delete it (or to keep this information for a certain time, in which case we will comply with your deletion request only after we have fulfilled such requirements). When we delete any information, it will be deleted from the active database, but may remain in our archives. We may also retain your information for fraud or similar purposes.

Security. The security of your personal information is important to us. We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, we cannot guarantee its absolute security.

Collection of Information on Minors. We do not intentionally gather personal information from visitors who are under the age of 18. If a child under 18 submits personal information to us and we learn that the personal information is the information of a child under 18, we will attempt to delete the information as soon as possible. If you believe that we might have any personal information from a child under 18, please contact us at the email address below.

Notification of Privacy Statement Changes. We may update this Privacy Policy to reflect changes to our information practices. If we make any material changes, we will notify you by email or by means of a notice on our website prior to the change becoming effective. We encourage you to periodically review this policy for the latest information on our privacy practices.

If you have any questions about this Privacy Policy, please contact us at:

Address: American Brain Tumor Association
8550 W. Bryn Mawr Ave. Ste 550
Chicago, IL 60631

E-mail: info@abta.org

Phone: 773-577-8750