

Created (or last revised): 3/23/2016

Introduction

New York eHealth Collaborative (“**NYeC**”) respects your privacy and we are committed to protecting it through compliance with this policy.

This policy describes the personal information that we collect from you, or that you provide on the New York State Patient Transformation Network (“NYSPTN”) Website at the following address: <http://www.nysptn.org/>, <http://www.nyehealth.org/nysptn/> (jointly our “**Website**”) and how that information may be used or disclosed by us.

This policy does not apply to information collected on any other company or third-party site or by any third-party application that may link to or be accessible from the Website. This policy does apply to information we collect through any other means and activities.

To understand our policies and practices regarding your personal information and how we will treat it, please carefully review this Privacy Policy. By using or accessing our Website or Websites, you agree to this Privacy Policy. This policy may change from time to time, and your continued use of the Website is deemed to be acceptance of such changes, so please check the policy periodically for updates.

Information We Collect About You

We collect several types of information from and about users of our Website, including:

- Information you provide to us, which may include: Organization/Practice Name, Tax ID Number (TIN), Organizational NPI, CMS Certification Number, Health System Affiliation, Main Office Address, Organizational Contacts, and Eligible Provider Information.
- Information we collect as you navigate through the site, including usage details, IP addresses, and cookies.
- Information we receive from third parties, for example, our business partners or agents, which may include your name of practice, address, email, medical license number.

Information You Provide to Us

We may collect and use the following information that you provide to us:

- Information that you provide by filling in forms on our Website. This includes information provided at the time of enrollment in the NYSPTN program, including subscribing for services, or requesting further services. We may also ask you for information when you sign up for an event or report a problem with our Website.
- Records and copies of your correspondence (including e-mail addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes, although you do not have to respond to them.

Usage Details, IP Addresses and Cookies

- **Usage Details and IP Addresses.** As you navigate through the Website, we may also collect details of your visits to our Website, including, but not limited to, traffic data, location data, logs and other communication data, and the resources that you access, as well as information about your computer and internet connection, including your IP address, operating system, and browser type, for system administration and to report aggregate information to our vendors. This is statistical data about our users' equipment, browsing actions, and patterns, and does not identify any individual.
- **Cookies.** For the same reason, we may obtain information about your general internet usage by using cookies. A cookie is a small file stored on the hard drive of your computer. Use of cookies helps us to improve our Website and to deliver a better and more personalized service by enabling us to:
 - Estimate our audience size and usage patterns.
 - Store information about your preferences, allowing us to customize our Website according to your individual interests.
 - Speed up your searches.
 - Recognize you when you return to our Website.

You may refuse to accept cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.

We do not collect personally identifiable information automatically, but we may tie this information to your previously submitted personally identifiable information.

Uses Made of the Information

We use information that we collect about you or that you provide to us, including any personal information, in the following ways:

- To present our Website and its contents in a suitable and effective manner for you and for your computer.
- To provide you with information or services that you request from us.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us.
- To notify you about changes to our services.

We may also use your information, or permit selected third parties to use your information, to contact you about goods and services that may be of interest to you where you have consented to be contacted for such purposes.

Disclosure of Your Information

We may disclose personal information that you provide via our Website to the following third parties:

- Our affiliates and agents.
- Contractors and service providers we use to support our business.
- Federal or State government programs in connection with NYSPTN.

We may also disclose your personal information to third parties to:

- Comply with any court order or other legal obligation.
- Protect the rights, property, or safety of NYeC, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

Any information you choose to share in public forums—including NYeC's Facebook, Twitter, or LinkedIn pages—cannot in any way be kept private. It is advised you think carefully about which information you choose to share in our public forums, as others can access this information and use it for purposes outside of NYeC's purview.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Cookies.** If you do not wish us to collect cookies, you may set your browser to refuse cookies, or to alert you when cookies are being sent. If you do so, please note that some parts of this site may then be inaccessible or not function properly.
- **Promotional Offers from Third Parties.** If you do not wish us to share your personal information with unaffiliated or non-agent third parties for promotional purposes, you can opt-out by sending us an e-mail stating your request to info@nysptn.org
- **Educational Outreach from NYeC.** If you do not wish to have your e-mail address used for educational outreach purposes by the NYeC, you can opt-out by sending us an e-mail stating your request to info@nysptn.org. You can also always opt-out of receiving e-mail information from us other than the e-mail informing you of the completion of registration by sending us an e-mail stating your request to info@nysptn.org. If we have sent you an educational outreach e-mail, you may send us a return e-mail asking to be omitted from future e-mail distributions.

You should review this privacy policy carefully, because if you do not agree with our practices, your ultimate choice is not to use the Website. Remember, by using any part of the Website, you accept and agree to our privacy practices. If we update this privacy policy, your continued use of the

Website (following the posting of the revised privacy policy) means that you accept and agree to the terms of the revised privacy policy.

Accessing Your Personal Information

You may also send us an e-mail at info@nysptn.org to request access to, correct, or delete any personal information that you have provided to us.

Sites We Link To

If you choose to use any of the links we provide to our sponsors or other third party resources, you will be leaving our website and going to a new website. Protection of your privacy at those other sites will be governed by the privacy policy at that site.

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to this privacy policy, we will notify you through a notice on our home page. The date the privacy policy was last revised is identified at the top of the page.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at: info@nysptn.org