

SITE USER PRIVACY RIGHTS

This Policy Last Updated February 28, 2008

Childrens Hospital Los Angeles is committed to protecting the privacy of all users of our web site. This policy describes our commitment.

PERSONAL INFORMATION

Personal information is never collected from users without individuals freely providing this information to us. When your personal information is collected, it is not shared with other organizations, except in the case of data provided for Donations or Fundraising purposes as described below.

SECURITY

Childrens Hospital Los Angeles has implemented security measures to protect electronically transmitted data from being intercepted by outsiders. We continuously monitor the integrity of our online security system, although we cannot guarantee that a third party will not gain access to information provided on this site. Childrens Hospital Los Angeles attempts to ensure the security of all transactions that occur on our web site. Personal information is stored using Secure Socket Layer (SSL) encryption, the industry standard for storage of this information. All offline information is securely stored and accessible only by authorized hospital staff.

WEB TRAFFIC

We collect basic information about how visitors use our site including domain names visited, web site traffic patterns, and server usage statistics. This data is used to improve content, site performance, and service for our visitors.

COOKIES

Childrens Hospital Los Angeles's website employs "cookies" during users' visits to the site. Cookies are pieces of information stored on a user's computer at the request of a web site's software. These cookies allow the site to recognize you if you have visited before, or to customize our site based upon your preferences or usage patterns (i.e. to optimize your visit). Cookies employed by Children's Hospital Los Angeles' website are "session cookies." Session cookies remain on your hard drive until you close your internet browser, or the server ends your session as a result of inactivity.

The use of cookies does not result in the collection of any personal information or data collected from your personal computer. You may choose to adjust the settings of your web browser to disallow the usage of cookies. Children's Hospital Los Angeles cannot be responsible for a negative experience with our web site that results from your computer being preset to refuse to accept cookies.

LINKS TO OTHER SITES

Our site contains links to websites of outside organizations. While these links may indicate special relationships between our hospital and these organizations, we are not responsible for

the privacy practices of these organizations' sites. Please familiarize yourself with the privacy policies of any site you visit to determine what information is being collected as a result of your visit.

SUBSCRIPTIONS TO eNEWSLETTERS, PRESS RELEASE DISTRIBUTIONS, AND EMAIL NOTIFICATIONS

Childrens Hospital Los Angeles provides you with the opportunity to receive regular communications from our site. Receipt of these electronic notifications is completely at your discretion. In order to provide these notifications, Childrens Hospital Los Angeles must obtain and retain your email address, which is kept in a private distribution list. Messages sent to you will not reveal your email address or personal information.

Should you subscribe to a e-newsletter, publication, or other online notification, and later wish to discontinue receiving it, you may take any of the following actions:

- Click on the "Unsubscribe" link at the bottom of the email you receive, or
- Send an email to: webmaster@chla.usc.edu, or
- Write to the following address:

Webmaster
Childrens Hospital Los Angeles
4640 Sunset Boulevard, MS #110
Los Angeles, CA 90027

PASSWORDS

Childrens Hospital Los Angeles will not share your password with any third-party entity. It is your sole responsibility to monitor secure storage and use of your password. Promptly inform us of any need to deactivate a password.

CHANGES TO THIS POLICY

As necessary, Childrens Hospital Los Angeles will update this policy to comply with legal requirements and the needs of our visitors. It is your sole responsibility to review the Privacy Policy each time you use our site to remain aware of modifications to this policy.

PATIENT HEALTH INFORMATION

Childrens Hospital Los Angeles provides online forms, such as "Refer a Patient" which request confidential health information. These forms are located on the secure portion of our site. Childrens Hospital Los Angeles complies with the requirements of the Health Insurance Portability and Accountability Act of 1996 (HIPAA) legislation. HIPAA legislation requires that an individual's health records and medical information are kept secure and private.

DONATIONS, FUNDRAISING, AND EVENTS

In order to accept a donation or register individuals for participation in a fundraising event, Childrens Hospital Los Angeles asks for personal information to be voluntarily provided, including: name, address, telephone number, email address, and credit card information. This information is used to process your donation or registration, provide you with a receipt

or confirmation of your contribution, and communicate with you when necessary. Should you wish, you may choose to provide this information by phone or regular mail.

Information related to contributions made on our site are compiled in a database maintained by Childrens Hospital Los Angeles. You may receive emails or mailings about other opportunities to support the hospital. Childrens Hospital Los Angeles does not exchange email lists with other organizations.

THIRD-PARTY SERVICE PROVIDERS

Childrens Hospital Los Angeles engages third-party vendors to help us manage our web presence and allow us to better serve our web visitors. Personal information shared with these third party organizations is only shared as necessary for completing transactions and as required by law, and is closely monitored.

PROTECTING DATA FROM LOSS

Childrens Hospital Los Angeles maintains back-up files as protection against natural disasters or equipment failures. Backup files protect users and the hospital as they lower the risk of losing valuable data, and are subject to the same security precautions as transaction data.

REMOVAL FROM OUR FILES

Should you request to be removed from a subscription list or from our data file, your record will be removed but will continue to exist in our back-up filing system until the back-up cycle results in the removal of your subscription from our back-up copies.

QUESTIONS OR COMMENTS

For questions about this privacy policy, please email: webmaster@chla.usc.edu

Or write to us at:

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Los Angeles, CA 90027