



Website Privacy Policy

This Privacy Policy governs the manner in which Mercy Medical Center – Des Moines (“**Mercy**”) collects, uses, maintains and discloses information collected from users (each, a “**User**”) of its websites, including www.mercydesmoines.org, <http://mercyclinicsdesmoines.org>, <http://www.ideciowa.org>, www.iowatranslationalresearch.org, www.iderc.org, www.perinataliowa.com or www.houseofmercydesmoines.org (collectively, the “**Site**”). Mercy reserves the right, at its discretion, to change, modify, add or remove portions of this Privacy Policy at any time by posting such changes to this page. Such changes apply prospectively. Please check this Privacy Policy periodically for changes. The Last Updated date at the top of the page accurately reflects the most recent update to the Privacy Policy. The continued use of the Site following the posting of changes to these terms constitutes an acceptance of those changes.

Privacy

Mercy is committed to safeguarding the information Users entrust to Mercy and believes every User should know how Mercy utilizes the information collected from Users. The Site is not directed at children less than 13 years of age.

The Information We Collect

Mercy may collect personally identifiable information from Users in a variety of ways. Personally identifiable information may include (i) contact data (such as a User’s name, mailing and email addresses); (ii) financial data (such as a User’s account or credit card number); and (iii) demographic data (such as a User’s zip code, age and income). If you communicate with Mercy by e-mail or otherwise complete online forms, surveys or contest entries, any information provided in such communication may be collected by Mercy. Mercy may also collect information about how Users use our Site, for example, by tracking the number of unique views received by the pages of the Site, or the domains from which Users originate. We may use “**cookies**”, including third-party beacons, to track how Users use our Site. A cookie is a piece of software that a Web server can store on the User’s computer and use to identify the User should they visit the Site again. The information (including personally identifiable information) we collect may be collected directly by our Sites or it may be collected by a third party on our behalf. Some of these third parties are advertising service providers who are members of the Network Advertising Initiative (“NAI”). A user can obtain information about these advertising service providers’ information collection practices, and opt out of such practices (and at the same time opt out of the collection practices of other, or all, NAI members) by following the opt out instructions on the NAI’s website at http://www.networkadvertising.org/managing/opt_out.asp. You can learn more about ad choices at <http://www.aboutads.info>.

While not all of the information we collect from Users is personally identifiable, it may be associated with personally identifiable information that Users provide us through our Site. When third-party partners and vendors collect information, the privacy policies of that party apply. Mercy may also collect information about how Users use the Site, for example, by tracking the number of unique views received by the pages of the Site, or the domains and Internet Protocol (“IP”) addresses from which Users originate. Additionally, certain information regarding your computer systems, network locations, IP address and software may be communicated to Mercy in certain circumstances by the digital rights management systems associated with certain content that you download or access via the Site in order to prevent unauthorized use or distribution of the associated content. Non-personally identifiable information collected by Mercy (such as patterns of utilization) is exclusively owned by Mercy and may be used as it sees fit in accordance with applicable law.

How We Use Information

Mercy may use personally identifiable information collected through our Site to contact Users regarding products and services offered by Mercy and its trusted affiliates, independent contractors and business partners and otherwise to enhance Users’ experience with Mercy and such affiliates, independent contractors and business partners. Mercy may also use information collected through the Site for research regarding the effectiveness of the Site and the marketing, advertising and sales efforts of Mercy, its trusted affiliates, independent contractors and business partners.

Disclosure of Information

Mercy may disclose information collected from Users to trusted affiliates, independent contractors and business partners who will use the information for the purposes outlined above. We may also disclose aggregate, anonymous data based on information collected from Users to potential partners. We may disclose information if we believe in good faith we are required to do so in order to comply with an applicable statute, regulation, rule or law, a subpoena, a search warrant, a court or regulatory order or another valid legal process. We may disclose information in special circumstances when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating our Site policies or to protect the safety and security of our users, our Site, and the general public. Finally, we may transfer information collected from Users in connection with or in contemplation of a sale of its assets or business or a merger, consolidation or other reorganization of its business.

Security of Information

Information about Users that is maintained on our systems is protected using industry standard security measures. In order to secure your personal information, access to your data is password-protected, and sensitive data is protected by SSL encryption when it is exchanged between your web browser and the Site. However, no security measures are perfect or impenetrable, and Mercy cannot guarantee the information submitted to, maintained on or transmitted from its systems will be completely secure.

Correcting/Updating Personal Information

If a User’s personally identifiable information changes (such as your zip code), or if a User no longer desires to receive non-account specific information from us, we will endeavor to provide a way to correct, update or remove that User’s personal data

provided to us. Please email us at webmaster@mercydesmoines.org if you would like your information updated or removed from our systems.

Questions Regarding Privacy

If you have any questions about this privacy policy or Mercy Medical Center - Des Moines's privacy practices, please contact **Mercy Medical Center, Privacy Information Request, 1111 6th. Ave, Des Moines IA 50314.**

Last updated: June 21, 2012