

iMPROVe Health Privacy Policy

iMPROVe Health is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. IMPROVE HEALTH also understands that visitors to www.improve.health or any subpages (collectively “iMPROVE HEALTH Website” or “Website”) need to be in control of their personal information, and iMPROVE HEALTH is committed to protecting our visitor’s privacy. This Privacy Policy (aka “Privacy Statement”) applies to the iMPROVE HEALTH Website and governs data collection and usage. By using the iMPROVE HEALTH Website, you consent to the data practices described in this Privacy Statement.

Collection of your Personal Information

Providing personal information is not a requirement to use iMPROVE HEALTH’s Website. However, iMPROVE HEALTH may collect personally identifiable information, such as your email address, name, home or work address or telephone number, if you provide it. IMPROVE HEALTH may also collect anonymous demographic information, which is not unique to you, such as your zip code. During the online registration process for some professional meetings and activities, you may be required to provide personally identifiable information during registration; this information may include your name, credentials, organization, and email. Information required for registration is clearly marked and any additional information provided is optional. iMPROVE HEALTH does not allow third parties to collect personally identifiable information through its family of Websites unless explicitly noted in this Privacy Policy.

iMPROVE HEALTH may also automatically collect information about your computer hardware and software. This information can include: your IP address, browser type, domain names, access times and referring Website addresses. IMPROVE HEALTH uses this information for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the iMPROVE HEALTH Website. This information does not include, nor is it linked to, personally identifiable information.

iMPROVE HEALTH’s Website contains links to other websites, which iMPROVE HEALTH does not own or control. IMPROVE HEALTH encourages you to review the privacy statements of websites you choose to link to from IMPROVE HEALTH so you understand how those websites collect, use, and share your information. iMPROVE HEALTH is not responsible for the privacy statements or other content on websites outside of iMPROVE HEALTH and the [iMPROVE HEALTH family of Websites](#). Links to other websites and content does not constitute or imply iMPROVE HEALTH’s endorsement of that content or website.

BY ACCESSING OR USING iMPROVE HEALTH’S WEBSITE OR SERVICES, YOU ACKNOWLEDGE YOU HAVE READ, UNDERSTAND, AND CONSENT TO THIS PRIVACY POLICY AND TO THE USES AND DISCLOSURES OF COLLECTED INFORMATION ABOUT YOU THAT ARE DESCRIBED IN THIS PRIVACY POLICY.

Use of your Personal Information

iMPROVE HEALTH collects and uses your personal information to operate the iMPROVE HEALTH Website, deliver the services you have requested, as described at the point of collection. IMPROVE HEALTH also uses your personally identifiable information to inform you of other iMPROVE HEALTH products or services. IMPROVE HEALTH may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered. Lastly, iMPROVE HEALTH may use information collected during the online registration process for some professional meetings and activities to register you for the meetings, to provide you information regarding meeting news and updates, to establish your participation in an activity, and to contact you about future related iMPROVE HEALTH meetings and activities.

iMPROVE HEALTH does not sell, rent, or lease its customer lists to third parties unless otherwise explicitly noted in this Privacy Policy. From time to time, iMPROVE HEALTH may contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, we do not transfer your unique personally identifiable information (email, name, address, telephone number) to the third party. In addition, iMPROVE HEALTH may share data with trusted partners to help us perform statistical analysis, to help us send you email or postal mail, to provide customer support, or to arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to iMPROVE HEALTH, and they are required to maintain the confidentiality of your information.

iMPROVE HEALTH does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

To determine what iMPROVE HEALTH services are the most popular, we keep track of the websites and pages our customers visit within iMPROVE HEALTH. IMPROVE HEALTH uses this data to deliver customized content and advertising to customers whose behavior indicates they are interested in a particular subject area.

iMPROVE HEALTH will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on iMPROVE HEALTH or the site; (b) protect and defend the rights or property of iMPROVE HEALTH; and (c) act under exigent circumstances to protect the personal safety of users of iMPROVE HEALTH or the public.

Use of Cookies

iMPROVE HEALTH's Website uses "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your computer or other device by which you access the iMPROVE HEALTH Website by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer or other device. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued you the cookie.

Cookies are a convenience feature to save you time. A cookie relays to a web server that you have returned to a specific page. For example, if you personalize iMPROVE HEALTH pages or register with iMPROVE HEALTH Website or services, a cookie helps iMPROVE HEALTH to recall your specific information on subsequent visits. A cookie simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same iMPROVE HEALTH Website, the information you previously provided can be retrieved, so you can easily use the iMPROVE HEALTH features you customized.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of iMPROVE HEALTH services or the websites you visit and **some features of the websites you visit may function improperly or be slower than normal.**

Children's Online Privacy Information

These Websites are not intended for use by children under the age of 13. We do not knowingly collect information from children under the age of 13, although certain third-party sites that we link to may collect information. These third-party sites have their own terms of use and privacy policies and we encourage parents and legal guardians to monitor their children's Internet usage and to help enforce iMPROVE HEALTH's Privacy Policy by instructing their children to never provide any personal information on our websites without their permission.

In accordance with the provisions of the Children's Online Privacy Act, in the event we inadvertently begin collecting any personal information or data from children under the age of 13, we will notify parents first and will seek parental or guardian consent to collect, use and/or disclose certain personal information from children under the age of 13. A parent may review and have deleted their child's personal information and may refuse to permit further collection of use of their child's information by contacting us as noted at the end of this Privacy Policy. Parents may consent to our collection and use of their child's personal information without consenting to the disclosure of that information to others.

Security of your Personal Information

iMPROVE HEALTH secures your personal information from unauthorized access, use, or disclosure. iMPROVE HEALTH secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use, or disclosure. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

Every attempt is made to protect personal information that is shared with iMPROVE HEALTH. However, non-encrypted email is at risk of being accessed and viewed by other users without your knowledge and permission. iMPROVE HEALTH is not responsible for the security of inbound non-encrypted email communications. To protect your privacy, iMPROVE HEALTH asks users to send confidential information through encrypted email or postal mail to iMPROVE HEALTH.

Additional Texas Privacy Disclosures

This section of the Privacy Policy only applies to you if you are a resident of Texas. As a resident of Texas, under Texas law, iMPROVE HEALTH is required to post a notice that protected health information (PHI) held by iMPROVE HEALTH is subject to electronic disclosures. As a general rule, iMPROVE HEALTH may not electronically disclose an individual's PHI to any person without a separate authorization from the individual. Depending on the type of disclosure, the authorization may be made in written form, electronic form, or in oral form if it is documented in writing. An authorization for electronic disclosure of PHI is not required if the disclosure is made: (a) to another covered entity, as that term is defined by the Texas Medical Privacy Act or Texas Insurance Code, for the purposes of treatment, payment, healthcare operations, or performing an insurance or health maintenance organization function; or (b) as otherwise permitted or required by state or federal law.

Additional California Privacy Disclosures

This section of the Privacy Policy only applies to you if you are a resident of California. As a resident of California, under California Law, you have the right to request in writing from businesses with whom they have an established business relationship: (a) a list of the categories of personally identifiable information, such as: name, e-mail address and mailing address and the type of services provided to the customer that a business has disclosed to third-parties during the immediately preceding calendar year for the third-parties' direct marketing purposes; and (b) the names and addresses of all such third parties. To request this information, please contact iMPROVE HEALTH at info@iMPROveHealth.org or by writing to: iMPROVE HEALTH Webmaster, 625 Kenmoor Ave SE, Suite 350, PMB 47995, Grand Rapids, Michigan 49546-2395.

If you do not want **your personally identifiable information** to be shared with any third-party who may use such information for direct marketing purposes, then you may opt out by contacting iMPROVE HEALTH at info@iMPROveHealth.org or by writing to: iMPROVE HEALTH Webmaster, 625 Kenmoor Ave SE, Suite 350, PMB 47995, Grand Rapids, Michigan 49546-2395.

Changes to this Privacy Policy

This Privacy Policy is effective as of January 15, 2021. iMPROVE HEALTH will occasionally update its Privacy Policy to reflect company and customer feedback, but iMPROVE HEALTH will not individually notify you of any such updates to the Privacy Policy. As such, iMPROVE HEALTH encourages you to periodically review this Privacy Policy to be informed of how iMPROVE HEALTH is protecting your information.

Opting Out or Changing Personal Information

To opt out of any of the Privacy Policy listed here, contact iMPROVE HEALTH using the contact information listed below.

Opting Opt-in to receive SMS/RCS messages

- SMS & RCS Privacy Policy

This Privacy Policy governs the manner in which we collect, use, maintain, and disclose information collected from users of our messaging services. We do not share end-user data with third parties. Your mobile opt-in will not be shared with other companies.

- Consent

By opting in to our messaging services, you consent to the collection, use, and disclosure of your information as described in this Privacy Policy. We do not share end-user data with third parties. Message and data rates may apply. Should you require assistance, message HELP and our support team will be with you immediately.

- Messaging Terms & Conditions

You agree to receive informational and promotional messages (appointment reminders, account notifications, marketing, etc.) from our company. Message frequency varies. For help, reply HELP for immediate assistance. Message and data rates may apply.

- Opt-out Instructions

We respect our users' right to opt out of receiving future communications from us. If you wish to be removed from our messaging list and no longer receive communications from us, you can opt out by texting the following keyword: STOP.

Contact Information

iMPROVE HEALTH welcomes your comments regarding this Privacy Policy. If you believe iMPROVE HEALTH has not adhered to this Privacy Policy, please contact iMPROVE HEALTH at info@iMPROveHealth.org or by writing to: 625 Kenmoor Ave SE, Suite 350, PMB 47995, Grand Rapids, Michigan 49546-2395. We will use commercially reasonable efforts to promptly determine and remedy the problem.