

PRIVACY POLICY

This Privacy Policy describes the online privacy practices for this website (www.ncpreventionpartners.org), which is operated by North Carolina Prevention Partners (NCP), 88 Vilcom Center Dr., Suite 110, Chapel Hill, North Carolina 27514 (the "Website"). Your privacy on the Internet is of the utmost importance to NCP. This Privacy Policy discloses what information we gather and how we use it.

1. Specific Programs Included In This Privacy Policy.

WorkHealthySM America (WHA), Zone Health, and Patient Quit Tobacco System (PQTS) are owned and operated by NCP. Since we gather certain types of information about our customers (organizations/employers), their employees, patient services, and possibly independent contractors, we feel you should fully understand the terms and conditions surrounding the capture and use of that information.

What will happen to the data that companies submit? Personally identifiable information will be confidential to the organization/employer. NCP will compile and share aggregate information from its database to help paint a picture of the health of the nation's work force, and to encourage other employers into worksite wellness initiatives. **By accessing and/or using WorkHealthy AmericaSM, Patient Quit Tobacco System and/or Zone Health, you are consenting to the collection, storage, and disclosure of data as described in this Privacy Policy.**

2. Information Collected and Tracked By NCP.

In general, when you visit this Website, you remain anonymous.

Optional Voluntary Information

NCP does not automatically collect any Personal Information (defined as your name, street address, email address, and any other personally identifying information you may provide). Your Personal Information is only collected when you voluntarily submit it to NCP. There are occasions where we may ask you to voluntarily submit additional information about yourself to register you as an account holder for our online products. We may also request information such as your opinion about your employer's healthy workplace policies and procedures to assist us with making tailored recommendations regarding improving healthy workplace policies and procedures. You will be considered the representative for your organization and responses will be considered provided on behalf of your organization with no additional consents required to use the information as stated in this Privacy Policy.

Usage Tracking

We collect tracking information and monitor traffic patterns throughout this Website; however, we do not correlate this information with data about individual users unless you are a registered account holder. Overall usage statistics are gathered according to a user's domain name or account ID, browser type, and MIME type by reading this information from the browser string (public information contained in every user's browser). Each time you visit the Website, our servers automatically collect information about which pages are visited and your Internet Protocol (IP) address, domain name, or account ID. An IP address is a number that is automatically assigned to your computer every time you browse the Internet and when a user requests a page from the Website; our servers log the user's current IP address.

Cookies

Cookies are pieces of data your browser stores in your computer's memory to establish user sessions on the NCP server. We use this information to carry information about usage from page to page through the Website. The cookie itself does not contain any personally identifying information, but may be used to track user traffic patterns on the Website. Most browsers are set up to accept cookies by default. You must have cookies turned on to utilize this Website.

Other Data Collection

We may collect data from or about you in other ways not specifically described in this policy. For example, you might contact us with a question and we maintain such data like other business records. All opinions, ideas, suggestions, and other feedback submitted through our Website may be used by NCP, without any restriction and free of charge, and nothing contained in this policy shall limit or otherwise affect this.

We may collect non-personally identifiable information such as the type of internet browser you are using, the type of computer operating system you are using, and the domain name of the website from which you linked into our Website.

3. Use of Information and Protection of Your Privacy.

As mentioned above, NCP may use personal information about you and track your usage of our Website to register you as an account holder, manage your account, and for other similar business purposes. NCP will not share your personal information with any outside parties without your permission, unless such disclosure is necessary to comply with applicable law or valid legal process or to protect the personal safety of our users or the public; provided, however, you acknowledge and agree that if your employer is being sponsored to use any of NCP's online products, including but not limited to WorkHealthy AmericaSM, Patient Quit Tobacco System or Zone

Health, your employer's sponsor may be granted access to your employer's data, including, without limitation, data that is provided by you on behalf of your employer.

We may use third party contractors who can access our databases for the purpose of conducting repairs or upgrades to our computer system. We may also use third party service providers and give access to your personal information as part of the services they provide to us. We hold all such third parties to the same privacy standards to which we hold ourselves. We require these third parties to use and disclose your personal information only as necessary to perform their services.

Please note that NCPP will fully cooperate with any court order or other legal process and will provide your personal information to the extent required in any legal proceeding.

4. Mapping.

Participating organizations/employers may be identified by name through mapping provided on the Website. Maps are produced for recognition of participation and positive efforts or progress towards a high standard. Maps may also be used to display aggregate level information from NCPP's database to help paint a picture of the health of the nation's workforce, and to encourage other employers into worksite wellness initiatives.

5. Applied Evidence and Research.

Data may be reported in a de-identified (meaning not linked to your Personal Information) or aggregate fashion from an organizational level for research purposes, possibly resulting in publication, to share evidence in the area of preventable illness and early death caused by tobacco use, poor nutrition and physical inactivity. De-identified or aggregate level data may be used for research purposes with no additional consent necessary. No personally identifiable information will be used for research purposes without Institutional Review Board (IRB) approval and the consent of the organization.

6. Eligibly.

NCPP will never knowingly request personally identifiable information from anyone under the age of 13. If we discover that a child under the age of 13 has provided us with any personally identifiable information, we will delete that information from our systems.

7. Unsubscribe / Opt-Out Policy.

If you do not wish for NCPP to correspond with you electronically regarding promotion of NCPP's products and services, you may unsubscribe or opt-out of receiving such electronic correspondence from by either logging into your account to modify your preferences or following any instructions in such electronic correspondence on how to unsubscribe or opt-out from that list. The foregoing does NOT opt you out of receiving e-mail correspondence about your account.

8. Security.

When we transfer and receive certain types of sensitive information such as financial information, we redirect visitors to a secure server for the transfer of data. We have appropriate security measures in place in our physical facilities to protect against the loss, misuse or alteration of information that we have collected from you.

9. Changes.

NCPP reserves the right, at any time, to modify, alter, update or remove portions of this Privacy Policy in our sole discretion. All changes are effective immediately when we post them and apply to all use of the Website thereafter. Your continued use of the Website following the posting of revised Privacy Policy terms means that you accept and agree to the changes. If you do not want to be bound by any revisions to the Privacy Policy, you will need to refrain from using the Website. You are expected to check this page each time you access this Website so you are aware of any changes, as they are binding in you. We will post at the bottom of this page the date on which the Privacy Policy was last updated.

10. How to Contact Us.

If you have any additional questions or concerns about our Privacy Policy, please contact us: North Carolina Prevention Partners, 88 Vilcom Center Dr., Suite 110, Chapel Hill, North Carolina 27514 or itteam@ncpreventionpartners.org.

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