

# **BRCA Foundation and Mobile Application Privacy Policy**

**This policy was last updated on June 30, 2020**

Burn and Reconstructive Centers of America Foundation ("BRCAF", "we" or "our") is committed to protecting any personal information that we maintain about you. This Website and Mobile Application Privacy Policy (this "Policy") applies to the online collection of information by BRCAF through [burncenters.cloud-cme.com](http://burncenters.cloud-cme.com) our mobile applications, and other sites that link to or otherwise adopt this Policy.

This Policy is divided into sections for the convenience of the reader. If you would like to jump to a section, follow the links below:

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## **1. What types of information are collected through this site or mobile application?**

We may collect information from you if you visit our site or mobile application depending upon the features you use. We may collect personal information, such as your name, email address, physical address information, user id and password, or other identifiers about you, or other information that you may provide in the course of completing a form on our site or mobile application.

In addition, we may collect information about the browser and/or device that you are using to access our website or mobile application (such as the type of browser or device you are using, browser settings, and the device identification number). Device information may or may not be personally identifiable depending upon whether it is linked to the identity of the user.

We may automatically log information, such as a user's IP address, domain name, browser type, date and time of access, and other log file data. This information may be used to analyze trends or to administer and protect our websites and mobile applications. We may collect statistical or non-personally-identifiable information about our users, such as which pages are visited, how long a visitor stays on a particular page, the website from which a user came to our site, or similar such information. We also may collect aggregate information such as the total number of unique or return visitors to our site, using our application, or visiting a particular page in each timeframe. We may use this information to measure the use of our sites and applications and to improve our content.

We may use Google Analytics, a third-party provider of analytics tools or a similar third-party service to analyze information about visits to our website. For information about opting out of Google Analytics please visit: <https://tools.google.com/dlpage/gaoptout>.

## **2. Does your website use cookies or similar technologies?**

Yes, we may utilize "cookies," web beacons and other similar technologies on our website. Cookies are files with a small amount of data which may include a unique identifier. Cookies are sent to your browser from a website and stored on your device. Other tracking technologies may also be used such as beacons, tags and scripts to collect and track information and to improve and analyze our Service. We may use first and/or third party "browser" or "HTTP" cookies, which are unique text files that may be used for data analysis, and enable our website to tailor information for the visitor. We may use browser cookies for purposes such as to personalize the user's experience on our site, to remember a user when the user registers for products or services, for fraud prevention, or to track visits to our websites. We also may use "web beacons" (also referred to as pixel tags, clear gifs or other terms) or similar technologies to collect information such as how long a visitor remains on a particular page. If you do not want us to deploy browser cookies to your device when you visit our websites, you may set the browser to reject cookies or to notify the user when a web site tries to place cookies in the browser program (see below). Rejecting cookies may affect your ability to use some of features offered by the



website. If you use our website without setting your browser to block cookies, you consent to the placement of cookies on your device.

Third parties, including our service providers, may collect information about a visitor to our site over time and/or across different websites when the visitor uses our website. This information often is aggregate data or individual information that is tied to a browser or device rather than specific identifiers such as the visitor's name and address, but some of this information might be considered to be personally identifiable under some federal or state laws.

### **3. What choices do I have about online tracking and the placement of cookies on my device?**

Some Internet browsers offer what often is referred to as "do not track" mechanisms for browser users to automatically signal privacy preferences to websites that they visit. Our site does not currently respond to do-not-track-signals. You can exercise other choices available to you, including limiting the placement of browser cookies on your device using your browser's cookie control features and other choices described in this Policy.

### **4. How is my information used?**

We may use the information we collect through our sites and mobile applications for the following purposes:

- To provide you with services that you request, and administer your account (if any);
- To communicate with you, including responding to requests for information and to facilitate communications that you may request;
- To improve and administer our websites and mobile applications;
- To better understand the needs of the users of our sites and mobile applications and create content that is relevant to the user;
- For marketing and market research purposes;
- To conduct research, generate statistics and create de-identified data;
- To personalize content for the user;
- To notify the user of any changes with our website or mobile application which may affect the user;
- To enforce the terms of use for our website or mobile application;
- To prevent fraud and investigate potential misconduct;
- To comply with law and legal process.

We may retain personal information that we collect through our website or mobile application for the duration of our relationship with you and for such retention period as is required by law. We may also delete information that we collect through our website or mobile application at any time in accordance with the terms of use and as permitted or required by law. We use information we obtain by technical means for the above purposes and in order to monitor and analyze use of the Site and services, for the Site's technical management, to increase the Site's



functionality and user-friendliness, to better tailor it to your needs, to generate and derive useful data and information concerning the interests, characteristics and website use behavior, and to verify that visitors to the Site meet the criteria required to process their requests.

**5. Can I access and request correction of personal information I provide through the website or mobile application?**

Yes. You can access personal information that you submitted to us through our sites either by using mechanisms available through the site or contacting us. We require that an individual provide reasonable validation of his or her identity before we provide access to personal information we maintain. Exceptions to access and correction rights, to the extent permitted by law, may include:

- Where the burden or expense of providing access would be disproportionate to the risks to the individual's privacy in the case in question;
- Where the rights of persons other than the individual would be violated; or
- With respect to individual requests for the correction or deletion of information, in cases where we are otherwise legally required to retain the personal information.

To request access to or correction of information or to make other requests regarding our processing of your personal data please use the features of our website or mobile application, where available, or contact us at [foundation@brundfdn.org](mailto:foundation@brundfdn.org)

**6. Do you take steps to safeguard information I provide through the site or mobile application?**

BRCAF takes reasonable precautions to protect personal information from loss, misuse, and unauthorized access, disclosure, alternation, and destruction. If any of the information we collect constitutes health information protected by HIPAA, we will safeguard that information in accordance with our HIPAA policies and applicable law, notwithstanding anything else in this policy.

If you use this site or mobile application, you are responsible for maintaining the confidentiality of any user ID and password or other access credentials that you may be provided. You should notify us immediately if any user ID and password or other access credentials we may issue you are compromised.



### **7. How do you comply with Children's Online Privacy Protection Act ("COPPA")?**

COPPA regulates the collection of personal information online from children under the age of 13. This site and mobile application are not intended or designed to attract users under the age of 13 or to collect personal information from such users. We do not collect personally identifiable data from any person we know to be under the age of 13 and those under 13 should not submit any personal information through this site or mobile application. If we learn that we have inadvertently collected personal information from a child under the age of 13, we will remove the information from our files.

### **8. How will changes to this Policy be communicated?**

If we make any material changes to this privacy policy, we will change the "last updated" date so you can quickly determine whether there were material changes since the last time you reviewed the policy.

### **9. Who can I contact with questions regarding this Policy?**

If you have questions concerning our privacy practices, contact us at: [foundation@burnfdn.org](mailto:foundation@burnfdn.org)

