

Lenoir Memorial Hospital

Privacy Policy

Effective Since July 18, 2011

Lenoir Memorial Hospital operates the website, [www.lenoirmemorial.org], an informational website with related services (the "Website"). Lenoir Memorial Hospital respects your privacy and we want you to be confident in sharing your information with us. Please read this Privacy Policy carefully. This Privacy Policy is designed to inform you of the types of information we collect from our customers, how we use that information, and the circumstances under which we will share it with third parties. **By choosing to use our Website, you are accepting the practices described in this Privacy Policy.**

Use of the Website

The Lenoir Memorial Hospital Website is for informational purposes only. The information should not be used in place of a consultation with your physician or other healthcare provider. You should always seek the advice of your physician or other qualified healthcare provider prior to starting any new treatment or with any questions you may have regarding a medical condition. You warrant that you will not use the Website for any purpose that is unlawful or prohibited by this Privacy Policy. You are personally responsible for the material that you send.

Warranty disclaimer

You assume full responsibility for using the information on this Website, and you understand Lenoir Memorial Hospital and its affiliated organizations will not be held responsible or liable for any claim, loss or damage resulting from your use of the Website. While we try to keep the information on the site as accurate as possible, we disclaim any warranty concerning its accuracy, timeliness and completeness. We also cannot warrant that the site and files that are provided to be downloaded are error or virus free.

Cookies

Lenoir Memorial Hospital does not use cookies to retrieve personal information about you from your computer. We collect certain technical information to ensure that our Website is working properly. For example, when you are browsing, we use your IP address to help diagnose problems with our servers, and to help administer our Website.

Cookies are used to help make your use of our Website more enjoyable. Lenoir Memorial Hospital creates these cookie files on your hard drive through your browser and uses them to save information on your Lenoir Memorial Hospital username, zip code and Website preferences so you can avoid re-entry of this information each time you visit our Website. Cookies also help us to deliver content specific to your interests. You may decline our cookies if your web browser software permits, although this may prevent you from accessing certain features on our Website.

Additionally, third parties displaying advertisements on our Website may also use cookies. Lenoir Memorial Hospital does not control the use of cookies by third parties. The use of cookies by these companies is subject to their own privacy policies, which you may review by visiting their websites.

IP Addresses

We use IP addresses to analyze trends, administer the Website, track user movement, and gather broad technical and demographic information on who uses our Website. We may provide third parties with statistics about our users, traffic patterns and related Website information. This data does not contain any personally identifiable information.

Third Party Ad Servers

We may use third-party advertising companies to serve ads on our behalf. These companies may employ cookies and action tags (also known as single pixel gifs or web beacons) to measure advertising effectiveness.

Links to outside sites

Throughout the Website, Lenoir Memorial Hospital provides links to outside sites. Please be aware that we are not responsible for the privacy practices of these other sites. We encourage you to be aware when you leave our Website and to read the privacy statements of each and every website that collects personally identifiable information. This Privacy Policy applies solely to information collected by our Website.

Copyright

Material on the Lenoir Memorial Hospital Website is protected by copyright law. Unless otherwise stated, users may print or download information from this site for personal, non-commercial use only, provided they identify the source of the material and include a statement that the materials are owned by Lenoir Memorial Hospital and protected by copyright law.

Any reproduction of artwork or photographs appearing on the pages of the Website is prohibited without prior written consent. All content on the Website provided by third parties is subject to any applicable terms and conditions provided by that third party and you agree to be bound by those terms and conditions. For any written permission, please contact the Marketing Department of Lenoir Memorial Hospital at (252) 522-7000. The mailing address is 100 Airport Road, Kinston, NC 28501.

General information collection

Lenoir Memorial Hospital tracks and collects general information regarding the use of this Website. Information such as which pages are visited, the length of time visitors stay on the Website, the browsers visitors use, and the times people log on to the Website, is collected in aggregate and not applied to specific visitors. Such information may be shared, in aggregate, to help others determine how the Website is used and what can be done to make it more helpful to our audience.

Personal information

You may use the Lenoir Memorial Hospital Website without providing any personal information. We may store and process your personally identifiable information to better understand your needs and how we may improve our services. You can choose not to provide certain information, but then you might not be able to take advantage of many of our features. We receive and store any information you enter on our Website or give us in any other way, including registration information and email inquiries. Although you are not required to register to access the Website, you will be asked to provide us with personal information when you visit certain sections of our Website. For example, you may be asked to provide personal information if you choose to complete an online form. Please note that our forms are not encrypted. People who are actively attempting to intercept Web transmissions may be able to read information that you send us or information that we send you through your e-mail address. If you ask us a question and supply your e-mail address, you are authorizing us to respond to you with an unencrypted e-mail message. If you are not comfortable using an online form without encryption, you can call Lenoir Memorial Hospital directly at [252-522-7077], and we will be happy to help you over the telephone.

You may use the Lenoir Memorial Hospital Website for the purpose of paying your bill. In this case Lenoir Memorial Hospital will share information collected from you as required by vendors, banking institutions, transaction processors, and credit card associations only as necessary to provide processing services. All credit card information is protected by encryption during transmission; Lenoir Memorial Hospital does not store credit card information after you have made a payment. You will need to re-enter your credit card information each time you make a payment. Lenoir Memorial Hospital does not sell or rent this information and will only share it as provided herein. Lenoir Memorial Hospital may be forced to disclose such information to comply with the federal, state or local laws or regulations, or to comply with civil, criminal or regulatory investigation, subpoena, or summons by federal, state or local authorities.

To the extent permitted by law, we may use personally identifiable information to contact you and for any purpose Lenoir Memorial Hospital deems appropriate.

Choice/Opt-Out

We understand you may not want to receive email from us or from our partners and advertisers. You can choose to opt-out of receiving email communications from us or our partners and advertisers by selecting to opt out if and when you register on our Website or by following the unsubscribe instructions in the email communication.

To opt out of receiving all other Lenoir Memorial Hospital mailings after you have registered, send an email to: pfs@lenoir.org or click the unsubscribe link contained within the email that you receive. Please note that opting out will prevent you from receiving email from Lenoir Memorial Hospital regarding updates and improvements to the Website or offers and promotions we may be offering.

Accessing and Changing your Personal Information

If your personally identifiable information changes (such as your zip code), or if you no longer desire to use our service, we will endeavor to provide a way to correct, update or remove your personal data provided to us. For correction/updating requests, please send an email to: pfs@lenoir.org.

Security

Our Website incorporates appropriate safeguards using industry-standard technology to heighten the security, accuracy and privacy of any personally identifiable information we have collected, and we have put in place reasonable precautions to protect information from loss and misuse. Although these measures are typically effective, use of the Internet and related computer systems is inherently vulnerable to unauthorized access. Lenoir Memorial Hospital makes no guarantee that the information you provide to us will not be accessed by unauthorized persons.

Children

We are committed to protecting the online privacy of children and for this reason our Website is not directed to young children. To our knowledge, we do not provide for the collection of personally identifiable information from children younger than 13 years of age. By using our Website, you represent that you are at least 13 years of age. If your child has provided us with personally identifiable information at our Website, you may ask to correct or update this information or request that your child not be contacted in the future.

Notification of Changes

If we decide to change our Privacy Policy, we will post those changes to this Privacy Policy, the homepage of the Website, and other places we deem appropriate so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

If, however, we are going to use users' personally identifiable information in a manner different from that stated at the time of collection we will notify you either by e-mail or by posting a notice on the Website for 30 days.

Limitations on disclosures

Lenoir Memorial Hospital will not release your name, street address, telephone number or e-mail address to third parties without your consent, except when required by law, subpoena or court order.

Contact Us

If you have any questions about this Privacy Policy, the practices of this Website, or your use of the Website, please contact us at: pfs@lenoir.org.