

I. Introduction

This Privacy Policy explains how the Georgia Association of Community Hospitals (“GACH”) collects, uses, shares and safeguards personal information on www.gach.org, mobile websites, microsites, mobile applications, GACH profiles on GACH social media sites, and other digital services and platforms officially operated or used by GACH from time to time (“Sites”).

II. Changes to the Privacy Policy

As GACH, including its membership, products and services, change from time to time, this Privacy Policy is expected to change as well. GACH reserves the right to amend this Privacy Policy at any time, for any reason. The date of the last revision to the Privacy Policy will be indicated by the “Effective Date” at the bottom of this page.

III. Types of Data We Collect

Personal Data

We collect information (whether online, by phone, or by paper) that enables GACH to identify or contact you (“Personal Data”) to carry out its business purposes. GACH Sites collect this information for a variety of business reasons, including but not limited to, applying for membership, registration for GACH events or programs, purchasing GACH products or services, or otherwise interacting with GACH.

The types of Personal Data we collect include, but are not limited to:

- General data (e.g., names, home and business addresses, email addresses, and telephone numbers that are provided by our members/customers);
- Professional data (e.g., company affiliation and professional titles);
- Other identification information (e.g., photographs);
- Financial information (e.g., credit and debit card numbers, credit reports, passwords and PIN numbers) provided to GACH for event, program and product sales; and
- Sensitive Personal Data (e.g., gender) for diversity or accessibility purposes.

IV. How We Use Your Data

In addition to the uses described above, we may use your Personal Data in a variety of ways including, but not limited to the below, in order to:

Personal Data

- Identify you when you visit our Sites;
- Administer your account;

- Provide service communications such as bill reminders, order confirmations, program registrations and customer service messages;
- Provide products, information and services you request or that we think you may be interested in;
- Respond to your emails or online requests for products, services, or information;
- Otherwise respond to inquiries and to send you communications;
- Deliver and process surveys;
- Personalize and improve the usability of the Sites;
- Fulfill and/or deliver GACH products and services; and

Please note that, when you select an advertising link or other link that takes you to sites not operated by GACH, you may be subject to the privacy policies of these third-party sites.

V. How We Share Your Data

We may share your Personal Data in a variety of ways including, but not limited to the below:

- Share data with third parties to fulfill service requests and to perform business functions (e.g., GACH contracts with third parties to provide services on our behalf such as data hosting services; packaging, mailing and delivering services; customer support and consulting services; and event registration services);
- Share data with third parties as required by law or to protect GACH in the event that such action is necessary to: (a) conform to legal requirements or comply with legal process served on GACH; (b) protect and defend GACH's rights or property; or (c) protect the personal safety of GACH personnel or members of the public in appropriate circumstances;
- Share data with authorize.net in order to accept and process electronic credit card payments through our sites;
- Share data with third parties if GACH and/or its assets (or a portion of its assets) are sold, assigned, transferred, or merged, or if GACH undergoes some other change including a change to its corporate form as part of a bankruptcy proceeding or otherwise; information may be transferred as part of that transaction or change;
- Share data with third parties in other unanticipated situations, but only with your consent; and
- Share your email address, but only as permitted by GACH *Email Policy*, as follows:

Your email address will be used only by GACH, its entities and GACH vendors performing member services or offering products on GACH's behalf. GACH does not sell or rent email addresses to anyone outside GACH, nor does GACH share email addresses with unrelated third-parties. Please understand, however, that your email address may be visible to other members, others who have interest in GACH events, as well as the public through GACH membership directories, membership lists and registration lists. GACH also shares your email address with third parties to enable GACH to take security measures to help protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of data. Finally, GACH shares email addresses with third parties as necessary for GACH to perform certain services on our behalf, such as packaging, mailing and delivering products, processing event registrations (including processing of payments) and to respond to service requests.

VI. How You Can Manage the Processing of Your Data

You can manage your profile and email preferences, including “opting out” of email by contacting us using the information in the “Contact Information” section below. Our processing of your data is based upon your consent, contract performance (e.g., your purchase of products or membership sign-up/renewal), legitimate business interest, or compliance with applicable laws. You have the right to object to our processing of your data or to restrict our processing of your data. In addition, if you have consented to the processing of your Personal Data, you have the right to withdraw your consent at any time.

VII. User ID and Password

Certain areas of the Sites require the use of a user ID, email address, or password as an additional security measure that helps protect your Personal Data. To help you protect your privacy, these Sites have tools to help you log in and log out.

VIII. Linking to Other Internet Sites

You should be aware that other Internet sites that are linked from the Sites or from GACH email messages may contain privacy provisions that differ from the provisions of this Privacy Policy. To ensure your privacy is protected, we recommend that you review the privacy statements of these other linked sites, applications, or other digital platforms.

IX. How You Can Access, Change and Delete Your Personal Data

We rely on you to update and correct your Personal Data. If you are a user of our Sites, subscriber to GACH publications, purchaser of GACH products and services, or a GACH member, you can review, update and correct your information directly on GACH’s website or by contacting us using the information in the “Contact Information” section below. Typically, we retain your Personal Data for the period necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. This may include retaining your Personal Data indefinitely, even after you are no longer an GACH member, in order to provide you with future marketing opportunities and other purposes, as well as to comply with our legal obligations, resolve disputes, or enforce any of our agreements. Please note that you can request, at any time, that we delete your Personal Data. All requests must be directed to the contact in the “Contact Information” section below. We can decide to delete your Personal Data if we believe that the data is incomplete, inaccurate, or that our continued use and storage are contrary to our obligations to other members, individuals, or third parties. When we delete your Personal Data, it will be removed from our active databases or anonymized so that the data is no longer identified with you, but the data may remain in our archives if GACH determines that it is not practical or possible to delete it.

X. Cookies and Other Web Devices

Our website sends cookies (e.g., pieces of code or text placed on your computer by us or third-parties when you browse our Sites) to your web browser (if your browser's preferences allow it) to collect data when you browse our Sites. Cookie settings can be controlled in your Internet browser to automatically reject some forms of cookies. If you view our website without changing your cookie settings, you are indicating your consent to receive all cookies from our Sites. If you do not allow cookies, some features and functionality of our Sites may not operate as expected. In addition to cookies, we place technological tools (and allow certain third parties to place technological tools) such as tags and beacons (e.g., code scripts that are primarily used to track visitors' activities on our Sites by web analytics software), Internet Protocol (IP) addresses, and other tools, to collect your data for the purposes listed in this Privacy Policy.

XI. Contact Information

If you have questions, comments, or complaints concerning our privacy practices or if you wish to change, access, or remove your Personal Data, please contact us as indicated below. We will attempt, where practical, to respond to your requests and to provide you with additional privacy related information.

Georgia Association of Community Hospitals

P.O. Box 1572

Tifton, GA 31793

www.gach.org/contact

(229) 386-8660

[Email](#)

Effective Date: September 12, 2019