

Lee Carlson Center for Mental Health and Well-Being Website Privacy Policy

General Disclaimer. Lee Carlson Center for Mental Health and Well-Being (“**LCC**”) is committed to protecting your privacy and developing or utilizing technology that gives you a safe online experience. This Privacy Policy (“**Privacy Policy**”) applies to the LCC website (<https://leecarlsoncenter.org>) and includes, without limitation, related websites, microsites, mobile applications, LCC profiles on social media sites and any other digital services or properties operated or used by LCC (collectively referred to as the “**Sites**”). By using the Sites, you agree to comply with and be bound by this Privacy Policy and LCC’s Terms and Conditions (“**Terms and Conditions**”). Please read this Privacy Policy and the Terms and Conditions carefully. If you do not agree to both this Privacy Policy and the Terms and Conditions, you must immediately terminate your use of the Sites.

1. LCC Privacy Policy Overview. This Privacy Policy explains how LCC may collect, use, share, and safeguard information learned or derived from, located on, or related to, the Sites from time to time. This Privacy Policy is meant to provide guidance to our clients or prospective clients in an easy to understand format. If you have questions or concerns, please contact LCC’s Privacy Officer at: [763-780-3036](tel:763-780-3036).

2. Amendments to the Privacy Policy. LCC reserves the right to amend this Privacy Policy at any time, for any reason.

3. Consent.

a. When commercially practical, LCC will obtain your consent to collect, use or disclose personal information (including Personally Identifiable Information and Non-Personal Data, as those terms are defined below). LCC may collect, use or disclose personal information without your consent:

- (i) when the collection, use or disclosure of personal information is permitted or required by law;
- (ii) in an emergency that threatens an individual's life, health, or personal security;
- (iii) when the personal information is available from a public source;
- (iv) when LCC or its affiliates require legal advice from an attorney;
- (v) for the purposes of collecting a debt;
- (vi) to protect LCC and its affiliates from fraud; or,
- (vii) to investigate an anticipated breach of an agreement or a contravention of law.

b. Consent may be provided orally, in writing, electronically, through an authorized representative or affiliate, or it may be implied where the purpose for collecting, using or disclosing the personal information would be considered obvious and you voluntarily provide personal information for

that purpose.

c. Consent may also be implied when you are given notice and a reasonable opportunity to opt-out of providing personal information being used for mail-outs, marketing, or other LCC functions, and you do not opt-out.

4. Information LCC May Collect.

a. Personally Identifiable Information: We may collect information that identifies you (“**Personally Identifiable Information**”) when you contact us, or otherwise interact with LCC, including, but not limited to, applying for any membership, enrollment, or subscription in any LCC program or service, or registering for a LCC event or program. Types of Personally Identifiable Information collected may include your name, address, phone number, birth date, occupation/job title, billing and delivery information, email address, credit card, or other financial account information. Specific Personally Identifiable Information regularly collected by LCC may include, but are not limited to:

- (i) First and last name, phone number, and email address; and
- (ii) Client payment information, such as credit card numbers, ACH electronic transfer information, and/or checking account data.

b. Non-Personal Data: As you interact with our Sites, we may collect information about your browsing history or certain other information that is not Personally Identifiable Information through your use of and visits to the Sites and our use of a variety of technologies, including, but not limited to, cookies (explained below), tags, beacons, Internet Protocol (IP) addresses, and other tools. The types of Non-Personal Data collected on our Sites, and other tools as LCC may add from time to time, include, but are not limited to: the search terms you used, new or returning user, browser information, computer type, operating system, internet service providers, website usage, referring/exit pages, platform type, date/time stamp, number of clicks, and ads viewed. Additionally, cookies, tags and other tools placed by third parties may collect other information about you and your visits to the Sites and elsewhere on the Internet (collectively, all of the foregoing data is referred to as the “**Non-Personal Data**”).

5. How LCC May Use Personally Identifiable Information.

a. Once collected, we may use your Personally Identifiable Information in a variety of ways including, but not limited to:

- (i) Provide service communications such as bill reminders, order confirmations, program registrations, and customer service type messages;

- (ii) Respond to your emails or online requests for services or information;
- (iii) Deliver or process surveys;
- (iv) Personalize and improve the usability of the Sites;
- (v) Fulfill or deliver LCC services;
- (vi) Tailor content for the Sites, LCC advertising, and LCC marketing;
- (vii) Share with third parties as required by law; and
- (viii) Share your email address as permitted under the LCC “Sharing Your Email Address” policy described below.

b. Sharing Your Personally Identifiable Information to Perform Business Functions. When LCC fulfills service requests initiated by you, we may share your Personally Identifiable Information with certain third parties to fulfill the requests or share such information with service providers that perform business functions for us. LCC may occasionally hire other companies to provide limited services on our behalf including, but not limited to, packaging, mailing/delivering, answering customer questions about products or services, sending postal mail and processing registrations. In such cases, LCC may share your Personally Identifiable Information to the extent permitted by applicable law.

c. Sharing Your Personally Identifiable Information When Legally Necessary or to Protect LCC’s Interests. LCC may disclose your Personally Identifiable Information if required to do so by law or in the good-faith belief that such action is necessary to: (i) conform to legal requirements or comply with legal process served on LCC; (ii) protect and defend the rights or property of LCC; or (iii) protect the personal safety of LCC personnel or members of the public in appropriate circumstances. In addition, if LCC and/or its assets (or a portion of its assets) are sold, assigned, transferred, or merged, or if LCC undergoes some other change including a change to its corporate form as part of a bankruptcy proceeding or otherwise, Personally Identifiable Information or Non-Personal Data may be transferred as part of that transaction or change.

d. Sharing Your Email Address. Your email address will only be used by LCC and its affiliated entities and will not be sold or intentionally distributed or transferred to anyone outside LCC. As such, LCC will refrain from sharing email addresses to unrelated third parties. LCC may share your email address with third parties: (i) to enable LCC to take security measures to help protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of data, and (ii) to perform certain services on our behalf, such as packaging, mailing/delivering, processing event registrations, and to respond to your service requests.

e. You can manage your profile and email preferences, including opting out of email either online or by contacting LCC’s Privacy Officer at: [763-](tel:763-)

780-3036.

6. How LCC May Use Non-Personal Data.

a. We may collect Non-Personal Data to improve the usability of our Sites/services and for other business purposes. We may share the Non-Personal Data we collect with third parties or permit third parties to place tools like cookies, tags and web beacons, and collect additional Non-Personal Data when you browse our Sites. LCC or other third-party companies may then use the Non-Personal Data to provide general advertisements and targeted advertisements to you (ads based on the Non-Personal Data). However, LCC will refrain from sharing any Personally Identifiable Information with third parties with whom we share your Non-Personal Data.

b. How You Can Manage Collection of Non-Personal Data. Third-party advertising companies may collect data about your visit to our Sites and others; this is referred to as “Online Behavioral Advertising”. You may opt out from this collection and use of data by companies participating in the Digital Advertising Alliance (“**DAA**”) on the “Opt Out from Online Behavioral Advertising” website.

c. Third-Party Requests, Use or Analysis of Data. (i) We may disclose your information upon government demand in the form of a court order or subpoena, when otherwise required by law, to enforce the policies herein, or to protect LCC personnel, property, or safety. (ii) We may share your information to prevent illegal use of our services, or to defend LCC against any third-party claims. (iii) Your information may be transferred to a third party in whole or in part as part of a merger, acquisition, or similar transfer or assignment of assets. (iv) We may transfer your information to third-party service providers to conduct or improve LCC business or the Sites, or for any business purpose, including, but not limited to credit card processing, shipping, data management, email distribution, marketing research, information analysis and promotions management.

7. Information Security.

a. LCC implements security measures as commercially reasonable to help protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of data, and restricts access to personal information to certain companies who may need to know that information in order to operate, develop, or improve services.

b. Although LCC uses commercially reasonable security measures, data transmission over the Internet can never be guaranteed to be absolutely secure. LCC cannot guarantee or warrant the security of any information transmitted by you, or to or from our online products or services.

8. Your Password. You are responsible for all actions taken with your user name and password. Do not share your user name or password with anyone else, as it is only for you. *Sharing your user name or password will automatically give LCC the right to deactivate your account.* For your protection, do not disclose your username or password to anyone.

9. Use of Cookies.

a. The LCC website uses “cookies” to help you personalize your online experience. A cookie is a small piece of data in the form of a text file that is sent from a web page server and placed on your hard drive. Cookies cannot normally be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you.

b. One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to track your activities on a website (e.g., pages visited, links clicked on, etc.), and to record information about your use of the website so when you return to the site, customized features can be provided. For example, when you sign in to the Sites, a cookie helps the Sites recall your specific information on subsequent visits. This simplifies the process of recording your personal information for access to LCC products and services.

c. You have the ability to accept or decline/disable cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline or disable cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the websites you visit.

10. Children's Privacy.

a. Because we care about the safety and privacy of children online, we comply with the Children’s Online Privacy Protection Act of 1998 (“**COPPA**”). COPPA and its accompanying regulations protect the privacy of children using the Internet. LCC does not knowingly contact or collect personal information from children under 13. The LCC website is only directed toward adult users and is not intended to solicit information of any kind from children under 13.

b. It is possible that by fraud or deception we may receive information pertaining to children under 13. If we are notified of this, as soon as we verify the information, we will immediately obtain parental consent or otherwise delete the information from our servers. If you want to notify us of our receipt of information by children under 13, please do so by sending an e-mail to LCC’s Privacy Officer at: [763-780-3036](tel:763-780-3036).

11. Social Media and Third-Party Websites. LCC may use social media tools and

websites to interact with its customers and resource partners (e.g., Facebook, Twitter, Instagram, Tumblr, Pinterest, LinkedIn, etc.). Social media websites may be used to advertise, publicize LCC products and services, and/or engage with members of the public. LCC does not use third-party websites to solicit and collect personal information from individuals. Any personal information collected by a third-party website will not be transmitted to LCC unless required for law enforcement purposes or as otherwise permitted by law. LCC's privacy and other web policies do not apply to these third-party sites and we encourage you to read the policies of the third-party site when deciding whether to use it.

12. Links to Other Sites. The LCC website may contain links to websites of other organizations. LCC does not directly endorse any of these websites or organizations. When you follow a link to another site, you leave the Sites and your website interactions are no longer protected by this Privacy Policy. LCC is not responsible for, and does not endorse the privacy or security practices, or the content of sites to which the Sites link, including but not limited to any content or information on such sites.

13. Changes to This Privacy Policy. LCC will occasionally update this Privacy Policy to reflect updates to data privacy laws, and company and customer feedback. LCC encourages you to periodically review this Privacy Policy as may be modified from time to time.

14. Contact Information. LCC welcomes your comments regarding this Privacy Policy. If you have comments or would like to file a complaint, please contact LCC's Privacy Officer at: [763-780-3036](tel:763-780-3036)

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This document was last updated on Sept. 10, 2019.