

Online Privacy Policy Agreement

February 15, 2023

DeSoto County Hospital District d/b/a DeSoto Memorial Hospital (“DMH”) values its users’ privacy. This Privacy Policy (“Policy”) will help you understand how we collect and use personal information from those who visit our website or make use of our online facilities and services, and what we will and will not do with the information we collect. Our Policy has been designed and created to ensure those affiliated with DMH of our commitment and realization of our obligation not only to meet, but to exceed, most existing privacy standards.

We reserve the right to make changes to the Policy at any given time. If you want to make sure that you are up to date with the latest changes, we advise you to frequently visit this page. If at any point in time DMH decides to make use of any personally identifiable information on file, in a manner vastly different from that of which was stated when this information was initially collected, the user or users shall be promptly notified. Users at that time shall have the option as to whether to permit the use of their information in this separate manner.

This Policy applies to DeSoto County Hospital District d/b/a DeSoto Memorial Hospital and any business entity owned and operated by DeSoto County Hospital District. This Policy applies and governs any and all data collection and usage by DMH. Through the use of www.dmh.org, you are therefore consenting to the data collection procedures expressed by this Policy.

Please note that this Policy does not govern the collection and use of information by companies that DMH does not control, nor by individuals not employed or managed by DMH. If you visit a website that we mention or link to, be sure to review their privacy policy before providing the site with information. It is highly recommended and suggested that you review the privacy policies and statement of any website you choose to use or frequent to better understand the way in which the websites garner, make use of and share information collected.

Specifically, this Policy will inform you of the following;

1. What personally identifiable information is collected from you through our website;
2. Why we collect personally identifiable information and the legal basis for such collection;
3. How we use the collected information and with whom it may be shared;
4. What choices are available to you regarding the use of your data; and
5. The security procedures in place to protect the misuse of your information.

Information We Collect

It is always up to you whether to disclose personally identifiable information to us, although if you elect not to do so, we reserve the right not to register you as a user.

In addition, DMH may have the occasion to collect non-personal anonymous demographic information such as but not limited to; age, gender, household income, race, religion, as well as

the type of browser you are using, IP address, or type of operating system, which will assist us in providing and maintaining quality service.

Why We Collect Information and For How Long

We are collecting your data for several reasons:

- To better understand your needs and providing you with the services you have requested;
- To fulfill our legitimate interest in improving our services and products;
- To send you promotional information we think you may like when we have your consent to do so;
- To contact you to fill out surveys or participate in other types of market research, when we have your consent to do so;
- To customize our website according to your online behavior and personal preferences.

The data we collect from you will be stored for no longer than necessary. The length of time we retain and said information will be determined based upon the following criteria: the length of time your personal information remains relevant; the length of time it is reasonable to keep records to demonstrate that we have fulfilled our duties and obligations; any limitation periods within which claims might be made; any retention periods prescribed by law or recommended by regulators, professional bodies or associations; the type of contract we have with you, the existence of your consent, and our legitimate interest in keeping such information as stated in this Policy.

Use of Information Collected

DMH does not now, nor will it in the future sell, rent or lease any of its customer lists and/or names to any third parties.

DMH may collect and may make use of personal information to assist in the operation of our website and to ensure delivery of the services you need and request. At times, we may find it necessary to use personally identifiable information as a means to keep you informed of other products and/or services that may be available to you from www.dmh.org.

DMH may also be in contact with you with regards to completing surveys and/or research questionnaires related to your opinion of current or potential future services that may be offered.

DMH uses various third-party social media features including but not limited to Facebook, Instagram, LinkedIn and other social media platforms. These services are governed by the privacy policies of the providers and are not within DMH's control.

Disclosure of Information

DMH may not use or disclose the information provided by you except under the following circumstances;

- As necessary to provide services or products you have requested;
- In other ways described in this Policy or to which you have otherwise consented;

- In the aggregate with other information in such a way so that your identity cannot reasonably be determined;
- As required by law, or in response to a subpoena or search warrant;
- To outside auditors who have agreed to keep the information confidential by executing a Business Associate Agreement;
- As necessary to maintain, safeguard and preserve all the rights and property of DMH.

Non-Marketing Purposes

DMH greatly respects your privacy. We maintain and reserve the right to contact you if needed for non-marketing purposes (such as security breaches, account issues, and/or changes in DMH products and services). In certain circumstances, we may use our website, newspapers, or other public means to post a notice.

Children Under the Age of 13

DMH's website is not directed to, and does not knowingly collect personal identifiable information from children under the age of thirteen (13). If it is determined that such information has been inadvertently collected on anyone under the age of thirteen (13), we shall immediately take the necessary steps to obtain parental consent for the use and storage of such information. Anyone under the age of thirteen (13) must seek and obtain parent or guardian permission to use this website.

Unsubscribe or Opt-Out

At this time DMH does not send electronic communications by way of email or newsletters.

If you wish to unsubscribe or opt-out from any third-party websites, you must go to that specific website to unsubscribe or opt-out. DMH will continue to adhere to this Policy with respect to any personal information previously collected.

Links to Other Websites

Our website contains links to affiliate and other websites. DMH does not claim nor accept responsibility for any privacy policies, practices and/or procedures of other such websites. Therefore, we encourage all users and visitors to be aware when they leave our website and to read the privacy statements of every website that collects personally identifiable information. This Privacy Policy Agreement applies only and solely to the information collected by our website.

Notice to European Union Users

DMH operations are located in the United States. If you provide information to us, the information will be transferred out of the European Union (EU) and sent to the United States. (The adequacy decision on the EU-US Privacy became operational on August 1, 2016. This framework protects the fundamental rights of anyone in the EU whose personal data is transferred to the United States for commercial purposes. It allows the free transfer of data to companies that are certified in the US under the Privacy Shield.) By providing personal information to DMH, you are consenting to its storage and use as described in this Policy.

Security

DMH takes precautions to protect your information. Therefore, DMH will not request sensitive information via the website (e.g. credit card/banking information).

While we use encryption to protect sensitive information, we also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service) are granted access to personally identifiable information. The computers and servers in which we store personally identifiable information are kept in a secure environment. This is all done to prevent any loss, misuse, unauthorized access, disclosure or modification of the user's personal information under our control.

Acceptance of Terms

By using this website, you are hereby accepting the terms and conditions stipulated within the Privacy Policy Agreement. If you are not in agreement with our terms and conditions, then you should refrain from further use of our site. In addition, your continued use of our website following the posting of any updates or changes to our terms and conditions shall mean that you agree and accept such changes.

How to Contact Us

If you have any questions or concerns regarding the Privacy Policy Agreement related to our website, please contact us by using any of the following methods;

By mail: DMH
900 North Robert Ave.
Arcadia, FL 34266

Telephone: (863) 494-3535

Or the Contact Us page at www.dmh.org