

# Your Right to Privacy Online

Sanford Health acknowledges and respects any individual's right to privacy. We take your concerns related to privacy and security seriously. We therefore want you to know how we may collect, use, share, and protect your information through our website.

This Privacy Statement applies to [www.sanfordbarn.com](http://www.sanfordbarn.com).

## **Information We Collect and How It Is Used**

Visitors can browse all Sanford Health websites without providing any personal information. Certain pages contain forms that give visitors the option of providing us with contact information including name, physical address, phone, and email address if you choose to contact us. Providing this information is voluntary. The information you submit is shared internally with Sanford Health employees who need this information to help respond to your request or improve Sanford Health operations. Information submitted may also be used to evaluate the technical functionality of our website. Information provided may also be utilized to address inappropriate use or communications associated with our website.

## **Newsletters, Email Communications, and Other Related Services**

Sanford Health may offer you the opportunity to receive digital communications related to Sanford Health services, news and announcements. You can sign up for free and can unsubscribe at any time through unsubscribe or preference center options contained in those communications.

Other communications that you send to us via email may be shared with a customer service representative, employee, or other Sanford Health employee that is best able to respond to your inquiry. Email communications may not be secure or confidential. It is possible that an email may be accessed or read by other internet users. Please do not use email for communications you wish to keep protected and secure.

## **IP Addresses**

Our internet server and our third-party business partners may automatically track the Internet Protocol (IP) address of the computers that access our sites. An IP address is a number that is assigned to your computer when you access the internet. Sanford Health may use this

information to evaluate how visitors navigate our websites and help improve the content.

## **Tracking Technologies**

Sanford Health, or any third-party business partners we choose to work with, may employ various tracking technologies such as cookies, pixels and analytics software. These technologies help us provide the most relevant content for visitors to our websites.

### Cookies

When you visit our website, we may place a few small files known as "cookies" on your computer or device you use to browse the internet. These cookies are small text files that help us and many other websites enhance your experience online. They enable a range of useful features, like keeping track of your preferences, facilitating interactions on social media, analyzing how you use our site to improve it, offering personalized content, integrating social sharing tools provided by third parties, and showing you images or videos hosted on other sites. Please note that some parts of our website won't work as intended without cookies. Additionally, we might associate the information collected by cookies with any other data you provide us while you're on our site.

### Pixels

Just like cookies, pixels are another tool we use on our websites to improve your browsing experience, but they work a bit differently. Pixels are tiny, invisible images—often just a single pixel—that are placed on a webpage or in an email. When you visit a webpage or open an email containing a pixel, it sends information back to us or our service providers. This information can include details about how you interact with our site or emails, such as which pages you visit, the links you click on, or even the fact that you've opened an email from us.

We use this data to gain insights into how our website and emails are being used, helping us to tailor more relevant content, measure the effectiveness of our advertising campaigns, and enhance overall user experience. Pixels can also facilitate targeted advertising, ensuring that the adverts you see online are more aligned with your interests. They play a crucial role in helping us understand the effectiveness of our marketing efforts by tracking actions like conversions or leads.

## Third-Party Tracking Technologies

Just as we utilize cookies and pixels to enhance your online experience, our website may also employ third-party tracking technologies. These are tools provided by external service providers that help us understand your behavior across the internet. Unlike cookies and pixels, which we manage directly, third-party tracking technologies are operated by outside organizations that gather data about your online activities across various websites over time.

These technologies are instrumental in analyzing how you interact with content not just on our site, but across the internet, enabling us to deliver advertisements and content that are tailored to your interests.

These technologies do not identify you unless you have provided the third party with personal information. Our use of third-party tracking technologies is governed by our Privacy Statement, and we strive to partner with reputable third-party providers committed to respecting your privacy and adhering to legal standards.

## Location Tracking

An IP address (also called Internet address) must be assigned to devices that access the internet. IP addresses are used to make the connection between your device and the websites and services you use. You can't prevent a website or app from getting the IP address of your device. Your IP address includes some general information about your device location and we use that information to display your approximate location in the website and mobile app user experience. We identify your device's approximate location from your IP address, which is provided to us when you visit our website or use the Sanford mobile app. We do this to provide you a customized experience on our website and mobile app, including the display of location-based information that is relevant to you and your care.

With your permission, we may collect your precise device location using technologies like GPS, Wi-Fi, and Bluetooth, to help you find a facility, doctor, or directions within a facility, or to provide you with timely notices when you visit a facility.

Please note for mobile apps, you may opt in or out of location-based services by changing the location permission settings on your device.

## **Analytics Software**

We and any third-party tracking technologies we deploy may use log files on our website to gather certain information automatically and store for analytical purposes. This information includes internet (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and activity on our digital properties. We use this information to track and compile non-personal information to analyze trends, monitor visitor traffic within our website content, and gather aggregate demographic information about our visitors. We may combine this log file information with other information we collect from or about you to help improve the services we offer, our marketing, analytics or website functionality.

## **Links to Other Websites**

Our website content may contain links to other websites not owned by Sanford Health. These third-party websites have different privacy notices and practices. If you submit any information to those websites, your information is governed by the Privacy Statement published on that website. We encourage you to carefully read the Privacy Statement for any website you visit.

## **Legal Disclosure**

We reserve the right to disclose personal information as required by law, such as to respond to a subpoena or other mandatory legal process. We may disclose personal information when we believe in good faith that disclosure is necessary to protect our rights, to protect the safety of others, investigate fraud, or respond to government requests.

## **Data Retention**

We will retain your information for as long as needed to provide you services, comply with our legal obligations, resolve disputes, and enforce our agreements.

## **Sharing Information with Third Parties**

We do not share personal information with third parties unrelated to Sanford Health, except when required to for legal purposes or investigations. We may share your personal information with third parties who we have contracted with to help us provide services. We will ensure that these third parties have agreed not to use or disclose your personal information except to help us provide the services.

## **Security of Your Information**

Sanford Health provides reasonable and appropriate security measures to protect our website content and any personal information you may provide against foreseeable hazards. When you enter sensitive information (such as a credit card number) on our forms, we encrypt the transmission of that information using secure socket layer technology (SSL). When you come across a web page that is secured, your browser will likely display a "closed lock" or other symbol to inform you that SSL has been enabled. The web address should start with "https://" rather than "http://". SSL allows a secure connection between your web browser and a web server. No computer system or information, however, can ever be fully protected from every possible threat or hazard and therefore we cannot warrant the security of any information you transmit to us, and you do so at your own risk.

## **Protecting Children's Privacy**

Sanford Health is committed to protecting children's privacy on the internet. We do not knowingly collect personal information from children.

## **Changes to the Privacy Statement**

We may change or update our Privacy Statement over time. Notification of material changes will be on our website. This Privacy Statement was last updated on                     .

## **Contact information**

If you have questions regarding this Privacy Statement you can contact us via [email](#) or via mail at:

Sanford Health Chief Privacy Officer  
PO Box 5039  
Sioux Falls, SD 57117-5039