

PRIVACY NOTICE

Last Updated September 14, 2018

Introduction

Medic, Inc., a Tennessee nonprofit corporation operating under the name MEDIC Regional Blood Center (referred to in this Privacy Notice as “we,” “us,” “our” or “MEDIC”), is committed to protecting the privacy and security of the personal information we receive or collect from you.

MEDIC operates this website, including the web pages and services delivered through the domains medicblood.org and medicmembers.org (collectively, the “Site”). MEDIC has prepared this Privacy Notice, together with our [Terms of Use](#) and any documents referenced therein, to inform users (“users” or “you”) of our practices regarding the personal information that we collect, use, and share with respect to the Site.

This Privacy Notice describes the types of information that (a) MEDIC may collect from users and (b) users may voluntarily provide to MEDIC when they use the Site and in email, text, and other electronic messages with MEDIC or the Site. This Privacy Notice also describes our practices for collecting, using, maintaining, protecting and disclosing that information.

This Privacy Notice does not apply to: (a) information collected by MEDIC offline or through any other means, including any other website operated by a third party (including our affiliates and subsidiaries); or (b) any third party (including any affiliates and subsidiaries), including through any application or content (including advertising) that may link to or be accessible from or on the Site.

Consent

PLEASE READ THIS PRIVACY NOTICE CAREFULLY TO UNDERSTAND HOW WE TREAT YOUR PERSONAL INFORMATION. IF YOU DO NOT AGREE WITH THE TERMS AND CONDITIONS OF THIS NOTICE, YOU MUST NOT USE OR ACCESS THE SITE.

BY USING AND SUBMITTING YOUR INFORMATION THROUGH THE SITE, YOU AGREE TO THIS PRIVACY NOTICE AND MEDIC’S COLLECTION AND SHARING OF YOUR INFORMATION, INCLUDING YOUR PERSONALLY IDENTIFIABLE INFORMATION, ACCORDING TO THE TERMS OF THIS PRIVACY NOTICE, AND TO MEDIC’S TERMS AND CONDITIONS, WHICH CAN BE FOUND [HERE](#) AND IS INCORPORATED HEREIN BY REFERENCE.

THIS PRIVACY NOTICE MAY CHANGE FROM TIME TO TIME (SEE “CHANGES TO THIS PRIVACY NOTICE”). YOUR CONTINUED USE OF THE SITE AFTER WE MAKE CHANGES IS DEEMED TO BE ACCEPTANCE OF THOSE CHANGES, SO PLEASE CHECK THIS PRIVACY NOTICE PERIODICALLY FOR UPDATES.

THE SITE IS ONLY INTENDED FOR USERS LOCATED IN THE UNITED STATES, AND IS NOT INTENDED FOR USERS LOCATED IN OTHER JURISDICTIONS, INCLUDING THE EUROPEAN UNION AND THE EUROPEAN ECONOMIC AREA. BY USING THE SITE, YOU ACKNOWLEDGE AND AGREE THAT YOU ARE USING THE SITE FROM WITHIN THE UNITED STATES.

Changes to This Privacy Notice

We reserve the right to update and change this Privacy Notice from time to time, in our sole discretion, in order to reflect any changes to the way in which we treat your personal information or in response to changes in law. Any changes we make to this Privacy Notice will be communicated promptly on this page. If we make material changes to how we treat users' personal information, we will also notify you through a notice on the Site's home page. The date on which this Privacy Notice was last revised is identified at the top of this Notice.

By using the Site, you agree to be bound by any such changes and to MEDIC's collection and sharing of your personally information according to the terms of the then-current Privacy Notice.

What Information Does MEDIC Collect?

We collect information you share through the Site. We may collect personally identifiable information, such as your name, email address, mailing address, zip code, telephone number, job title, or any other identifier by which you may be contacted online or offline when you have voluntarily provided such information to us (e.g., through registration, contact inquiries, etc.).

In order to access and use certain password-protected areas of the Site, you must first complete a registration. When you create an account, we collect your contact information, other demographic information (location), username and password, and other registration information. This information is necessary to enable us to provide you the account you have requested and to maintain the account and your profile. You may update your account information by editing the information associated with your account. When using password-protected areas of the Site, we capture information including the username and the date, time, and/or length of visit. If a user remains anonymous while browsing the Site, we will collect the user's Internet protocol address(es) (the Internet address of a computer) to track the user's session.

Our web server may also collect and store the following general information about you: the originating name of the domain from which you access the Internet; the date and time you access the Site; the page(s) you visit; the Internet address of the website that linked you directly to the Site; and the type of device, device ID, and web browser you use to access the Site. This information is collected automatically. It is used to help us improve the Site by tabulating the number of visitors to the Site in terms of new users, origin of referrers, popularity of pages, amount of use, types of errors, and to make the Site more useful to you. This information may also be used to maintain and improve the security of the Site, to analyze and improve the quality of the Site and services, to understand how you interact with the Site, and to provide you a more personalized experience. Our web server may also collect Internet protocol addresses (the Internet address of a device) to track a user's session while the user remains anonymous. We analyze this data for certain trends in statistics, such as which parts of the Site users are visiting and how long they spend there.

If you provide us with feedback or contact us for support or ask us questions, we will collect your name, email address, other contact information, and other information needed to respond to your feedback, request for support, or answer your question.

If you receive email communications from us, we may use certain tools to capture data related to if/when you open our message or click on any links or banners it contains. Other information collected through this email tracking feature includes: your email address, the date and time of your "click" on the email, a message number, and the name of the list from which the message

was sent, a tracking URL number, and a destination page. We use this information to enhance our marketing efforts. We do not sell or distribute this information to third parties.

When you communicate with us, we may retain your communications in order to process and respond to them, as well as to improve our services. We may use your email address to communicate with you about our services or send you periodic emails if you decide to opt-in to any of our mailing lists.

In addition to the information that we collect from you directly, we may also receive information about you from other sources, including third parties, business partners, our affiliates, or publicly available sources.

How Does MEDIC Use Your Information?

In addition to the uses described above, MEDIC may use the personal information collected in an effort to improve your experience on the Site, to provide services to you, and to communicate with you about the information you have requested. We may also use personal information to help target specific offers to you and to help us develop and improve our Site and our services. Additionally, we may use your personal information in the following ways:

- To provide you with information or services you have requested and to manage our relationship with you, including administering your account and taking other steps necessary for the performance of our relationship with you;
- To present and improve Site content and functionality;
- To respond to visitor and donor inquiries;
- To determine user interests, needs, and preferences;
- To provide notice of changes to our Site or the services we offer or provide through it;
- To accept employment application or registration information submitted by you;
- To deliver services to you including, but not limited to, providing you with access to publications such as a newsletter or regulatory update;
- To conduct research and analysis;
- To develop new products and services;
- To manage and maintain the security of the Site and our services;
- For insurance purposes;
- To send you communications via Short Message Service or other text message format ("Text Alerts") to your mobile device and to the designated mobile phone number that you provide to us;
- To contact you with newsletters, marketing, or promotional materials and other information, including Text Alerts, that is pertinent to the use of the Site or the services we offer;

- To market our services to you. We will only provide you with marketing related information after you have, where legally required to do so, opted in to receive those communications, and we will provide you with the opportunity to opt-out of such communications at any time. We do not sell or distribute this information to third parties or use it for any other purpose.
- To fulfill any other purpose for which you provide it;
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us;
- To comply with our legal and compliance obligations, including maintaining records, performing compliance audits, etc.;
- For any other purpose related to and/or ancillary to any of the purposes and uses described in this Notice for which your personal information was provided to us;
- To exercise and defend our legal rights, or to comply with court orders;
- In any other way we may describe when you provide the information; and
- For any other purpose to which you have consented or for which we have a legal basis under law.

Further, MEDIC may sell, transfer or otherwise share some or all of its assets in connection with a merger, reorganization or sale of assets, or in the event of bankruptcy. In such an event, your information may be one of the assets transferred. We do not rent or sell your personal information to outside marketers. The personal information we collect will only be used as set forth herein.

How Is Your Information Disclosed?

We may share or disclose your information (as described above) with our affiliates, subsidiaries, or divisions and with their respective officers, directors, employees, accountants, attorneys, and agents for the purposes outlined above.

We may also share your information with our trusted third-party service providers. Among other things, these third parties may help us to develop and administer the Site; perform statistical analysis; support the provision of services requested by you; send you email or postal mail; provide technical support; send marketing, promotions and communications to you about our services; and help us fulfill other legitimate purposes permitted by law. All such third parties are required to maintain the confidentiality of your information and are prohibited from using your information except to provide services to MEDIC or as required by law. We may also ask if you would like us to share your personal information with other unaffiliated third parties who are not described elsewhere in this Notice. We will only disclose your personal information in that context with your consent. Finally, we may provide personal information about you to third parties that offer products and services specifically requested by you. We do not rent or sell your information, including your PII, to outside marketers.

We may disclose your personal information in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our company assets, whether

as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information is among the assets transferred.

We may disclose your personal information in response to subpoenas, warrants, court orders, or other legal process, or to comply with relevant laws. We may also share your personal information in order to establish or exercise our legal rights; to defend against a legal claim; to investigate, prevent, or take action regarding possible illegal activities, suspected fraud, safety of person or property, or a violation of our Terms of Use; or to comply with your request for the provision of services. We may provide information to regulatory authorities and law enforcement officials in accordance with applicable law or when we otherwise believe in good faith that the law requires it. There may be instances in which we access or disclose your information in order to protect or defend the legal rights or property of MEDIC and its affiliated companies or their employees and agents; to protect the safety and security of users; and to protect against fraud.

We may disclose aggregated information about our users, and information that does not identify any specific individual, such as groupings of demographic data and customer preferences, for new product and marketing development.

How Long Does MEDIC Store Data?

MEDIC will retain your personal information as needed to fulfill the purposes for which it was collected. We will retain and use your personal information as long as necessary to comply with our business requirements and legal obligations, to resolve disputes, to protect our assets, to provide our services, and to enforce our agreements.

When we no longer have a purpose to retain your personal information, we will securely destroy your personal information in accordance with applicable law and our policies. We take reasonable steps to delete the personal information we collect if your registration to use the Site lapses or if you opt-out of receiving further communications from us, or if you ask us to delete your information, unless we determine that doing so would violate our legal, regulatory, dispute resolution, contractual, or similar obligations. We may retain and use anonymous and aggregated information for performance reporting, benchmarking, and analytic purposes and for product and service improvement.

Data Security

We have put in place appropriate security measures to prevent your personal information from being lost accidentally, used or accessed in an unauthorized manner, and improperly altered or disclosed. While our security measures seek to protect your personal information in our possession, no security system is perfect, and no data transmission over the Internet can be guaranteed to be completely private or secure. As a result, we cannot promise that your personal information will remain absolutely secure in all circumstances. Any transmission of personal information is at your own risk.

The safety and security of your personal information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of the Site, you are responsible for keeping this password confidential. If you are issued a password, you may not share your password with anyone.

Update Your Information

If the personal information you have provided to us changes, please let us know. For instance, if your email changes, you may wish to cancel a request you have made of us; or, if you become aware of inaccurate personal information about you, you may use the Contact Us details provided at the end of this Notice to update your information. You may also edit your account details if you have a user account through the Site. We are not responsible for any losses arising from any inaccurate, inauthentic, deficient or incomplete personal data that you provide to us.

If you have any questions about personal information that may be retained by MEDIC, you may contact us using the Contact Us details at the end of this Notice.

Cookies and Similar Technologies

Cookies

A “cookie” is a small file created by a web server that can be stored on a user’s device for use either during a particular (“session” cookie) or future (“persistent” cookie) browsing session. This file may include information about internet protocol (IP) addresses, browser type, internet service provider (ISP), URLs of any referring or exited webpages, operating system, and/or date and time stamps.

We use cookies to enable certain website functions, to develop web browsing analytics, to store and track your preferences, and to enable the delivery of advertising and marketing, when applicable. For example, we track the number of “hits” or visits to the Site, the most popular times of day and sections visited, and the range of devices and browsers most commonly used to view the Site. We do not sell or distribute any of this information to third parties.

You also may encounter third party cookies on the Site. Third Party Cookies are cookies that are stored on your web browser by a party other than us that may gather browsing activity (such as information you have entered or choices you have made) across numerous websites that you visit and across numerous browsing sessions. These cookies also help improve how the Site and services function and perform, customize your interaction with the Site, and help provide more relevant messaging and marketing communications to you. We may use third party cookies to track and analyze usage.

We may also use “web beacons.” Web beacons are small electronic files (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited certain pages and for other related Site statistics (for example, recording the popularity of certain Site content and verifying system and server integrity). In contrast to cookies, which are stored on a user’s computer hard drive, web beacons are rendered invisible on web pages when you open a page.

Many browsers can notify you when you receive a cookie, giving you the option to accept it or not. If you choose to disable cookies and/or similar technologies, some areas and features of the Site may not work properly. Additional information is provided below about how to disable cookies or manage the cookie settings for some of the leading web browser providers:

Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en>

Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

Internet Explorer: <http://windows.microsoft.com/en-GB/windows-vista/Block-or-allow-cookies>

Safari: <http://help.apple.com/safari/mac/8.0/#/sfri11471>

For more information on how to modify your browser settings to block or filter cookies, visit <http://www.aboutcookies.org/> or <http://www.cookiecentral.com/faq/>.

If you do not wish to receive cookies, you may set your browser to refuse all or some types of cookies, or to alert you when cookies are being sent by website tracking technologies and advertising. Note that, if the user declines the use of cookies, the user may not have access to the full benefits of the Site. Please be aware that adjusting the Cookie Settings may not fully delete all of the cookies that have already been created. To delete them, visit your web browser settings after you have changed your Cookie Settings.

Google Analytics and Similar Technologies

In addition to cookies, there are other similar technologies used by us on the Site. These include:

We use Google Analytics and similar technologies (the “Analytics Technologies”) to collect and process statistical data about the number of people using our Website and to better understand how they find and use our webpages. This does not include personally identifiable information, nor do we store or associate such analytics with personally identifiable information collected elsewhere. Any data collected is used in accordance with our Policy and Google’s privacy policy. If you do not want to receive any user-based advertising, you can disable the placement of ads by using Google’s ad settings detailed below. You may learn more about Google Analytics and the performance and ad tracking cookies used by Google by visiting <https://www.google.com/policies/privacy/partners/> or <https://policies.google.com/technologies/ads?hl=en> as well as Google’s restrictions on data use by visiting the Google Privacy Policy at: <https://www.google.com/policies/privacy>. To opt-out of Google Analytics, visit <https://tools.google.com/dlpage/gaoptout> and install the opt-out browser add-on feature. For more details, visit the “Google Analytics opt-out browser add-on” page (located at <https://support.google.com/analytics/answer/181881?hl=en>). Google Analytics has certified compliance with the EU-US Privacy Shield Framework set forth by the U.S. Department of Commerce.

In addition, some third parties may use automated data collection technologies to collect information about you when you when you browse the internet. The information they collect about your online browsing activities over time and across different websites and other online services may be associated with your personal information and used to provide you with targeted content. We do not control third party technologies or how they may be used. If you have any questions about targeted content, you should contact the responsible party directly or consult their privacy policies.

Do Not Track Policy

We do not currently recognize browser settings or signals of tracking preferences, which may include “Do Not Track” instructions. “Do Not Track” is a web browser setting that seeks to disable the tracking of individual users’ browsing activities. It is a standard that is currently under development. As it is not yet finalized, we adhere to the standards set out in this Notice and do not currently respond to “Do Not Track” signals on the Site or on third-party websites or online services where we may collect information.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of the Site may then be inaccessible or not function properly.
- **Disclosure of Your Information for Third-Party Advertising.** MEDIC does not share your personal information with unaffiliated third parties for promotional purposes.
- **Google Analytics Opt-out Option.** If you do not want your information collected with Google Analytics, you can install the Google Analytics opt-out browser add-on. To opt-out of Google Analytics, visit the Google Analytics opt-out page (located at <https://tools.google.com/dlpage/gaoptout> and install the add-on for your browser. For more details, visit the “Google Analytics opt-out browser add-on” page (located at <https://support.google.com/analytics/answer/181881?hl=en>).

Third Party Websites

The Site may contain links to, and media and other content from, third party websites. These links are to external websites and third parties with which we have no relationship. In addition, such third-party media and content may also contain external links. Because of the dynamic media capabilities of the Site, it may not be clear to you which links are to the Site and which are to external, third party websites. If you click on an embedded third-party link, you will be redirected away from the Site to the external third-party website. You can check the URL to confirm that you have left the Site.

MEDIC cannot and does not (i) guarantee the adequacy of the privacy and security policies and practices employed by or the content and media provided by any third parties or their websites, (ii) control third parties' independent collection or use of your personal information, or (iii) endorse any third party information, products, services or websites that may be reached through embedded links on the Site.

Any personal information provided by you or automatically collected from you by a third party will be governed by that party's privacy policy and terms of use. If you are unsure whether a website is controlled, affiliated, or managed by us, you should review the privacy policy and practices applicable to each linked website to determine how that website treats your personal information.

Children Under the Age of 18

The Children's Online Privacy Protection Act (COPPA), as well as other data privacy regulations, restrict the collection, use, or disclosure of personal information from and about children on the internet. The Site is not directed to children aged 18 or younger, nor is information knowingly collected from children under the age of 18. No one under age 18 may access, browse, or use the Site or provide any information to or on the Site. If you are under 18, please do not use or provide any information on the Site. If we learn we have collected or received personal information from a child under the age of 18 without a parent or legal guardian's consent, we will take steps to stop collecting that information and delete it.

For more information about COPPA, please visit the Federal Trade Commission's website at: <https://www.ftc.gov/enforcement/rules/rulemaking-regulatory-reform-proceedings/childrens-online-privacy-protection-rule>.

California Residents

California residents may be entitled under California Civil Code Section 1798.83 to ask us for a notice describing what categories of personal information (if any) we share with third parties or affiliates for those parties to use for direct marketing. If you are a California resident and would like a copy of such notice, please submit a written request to us using the information in the "Contact Us" section of this Notice.

Governing Law

This Privacy Notice and any disputes related thereto shall be governed by and construed in accordance with the laws of the State of Tennessee, exclusive of its choice of law rules, whose courts shall have exclusive jurisdiction over all disputes arising in connection with this Privacy Notice and the place of performance of this Privacy Notice is agreed by you to be the State of Tennessee.

Contact Us

To ask questions or comment about this Privacy Notice and MEDIC's privacy practices, contact us:

MEDIC Regional Blood Center
1601 Ailor Avenue
Knoxville, TN 37921
Email: contact@medicblood.org
Telephone: (865) 524-3074