

WEBSITE PRIVACY POLICY

(Effective July 1, 2010)

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1. OUR COMMITMENT TO PRIVACY

Your privacy is important to **Maine Coast Regional Health Facilities d/b/a Maine Coast Memorial Hospital** (a Maine nonprofit corporation) and affiliates [collectively, the "Hospital," "we," or "us"]. To better protect your privacy, we provide this notice explaining our online information practices and the choices you can make about the way you information is collected and used. To make this notice easy to find, we make it available on our homepage and at every point where personally identifiable information may be requested. This Website Privacy Policy is part of our Website Terms and Conditions of Use, which sets forth our practices and the terms relating to the collection and use of information from you in connection with your first to our website and use of our online services. Except as set forth within this Website Privacy Policy, our Notice of Privacy Practices, and our Website Terms and Conditions of Use, or as required or permitted by law, we do not release personally identifiable information about our website visitors without their permission. Please note that, by visiting and using our website, you are agreeing to the terms and conditions of this Website Privacy Policy. If you do not agree to such terms and conditions, please discontinue use of and exit our website.

2. THE INFORMATION WE COLLECT

A. Personally Identifiable Information

The Hospital and its third-party service providers collect and store certain personally identifiable information that you voluntarily provide or otherwise convey through you use of our website, such as web pages that allow you to pay your bill online, make a donation, e-mail a patient, e-mail a new mom, recognize an employee of the Hospital, or contact us. Such information may include your name, address, e-mail address, telephone

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number, social security number, credit/debit card information (when applicable), and similar types of information. In addition, some features of our website may ask you to provide certain health information in addition to your name, address, and e-mail. Although certain areas of our website may require that you provide us or third-party service providers with such personally identifiable information in order, for example, to complete certain online forms, you are free to use the remainder of our website without providing such personally identifiable information, and you may exit such forms at any time.

We have taken reasonable steps to ensure the integrity and confidentiality of personally identifiable information that you may provide. You should understand, however, that electronic transmissions via the Internet are not necessarily secure from interception, and so we cannot guarantee the security or confidentiality of such transmissions.

B. Non-Personally Identifiable Information

The Hospital and its third-party service providers (such as our web server) may collect and save non-personally identifiable information or default information customarily logged by world Wide Web server software, such as website usage, date and time, traffic patterns, website performance, originating IP address and domain name (the unique address assigned to your Internet Service Provider's computer that connects to the Internet), object requested, completion status of the request, and related statistics based on our tracking of your visits to our website. Although such information may not be personally identifiable, we can determine from an IP address a visitor's Internet service Provider and the geographic location of the visitor's point of connectivity. We may use these logs to help improve our service by evaluating the "traffic" to our website in terms of number of unique visitors, level of demand, most popular page requests, types of errors, and other information. These logs may be kept for an indefinite amount of time, used at any time and in any way necessary to prevent security breaches and to ensure the integrity of the data on our servers.

We may also use small text files placed on a user's computer hard drive ["Cookies"] to help us determine the type of content and sites to which a visitor to our website links, the length of time each visitor spends at any particular area of our website, and the Hospital's services that visitors choose to use. Cookies allow the Hospital to serve you better and more efficiently, and to personalize your experiences at our website. Nevertheless, you should be able to control how and whether Cookies will be accepted by our web browser. For more information on how to do so, please refer to the documentation accompanying your web browser.

3. HOW WE USE INFORMATION

We use the information that you provide about yourself when paying your bill online to complete that payment. We do not share this information with outside parties except to the extent necessary to complete that payment.

We use the information that you provide when making a donation to process your donation and in marketing materials if you do not inform us that you wish to be anonymous.

We use the information that you provide when e-mailing a patient through our website to identify the patient and to forward your message along to the patient. We cannot guarantee that your message will be received.

We use the information that you provide when e-mailing a new mom through our website to identify your name, your e-mail address, the recipient of the message, the baby's name, the room number, and forward your message to the recipient. We cannot guarantee that your message will be received.

We use the information that you provide when recognizing an employee of the Hospital to identify the employee, the department, and your name (if provided), and to recognize the employee.

We use return e-mail addresses to answer the e-mail that we receive. Such addresses are not used for any other purpose, and are not shared with outside parties.

We use non-identifying and aggregate information to better design our website.

Finally, we never use or share the personally identifiable information provided to us online in ways unrelated to the ones described above without also providing you an opportunity to opt-out or otherwise prohibit such unrelated uses.

We may share information with outside parties to any extent required by law or required in connection with authorized law enforcement investigation or other facially valid legal processes.

4. OUR COMMITMENT TO DATA SECURITY

To prevent unauthorized access, maintain data security, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information that we collect online.

5. OUR COMMITMENT TO CHILDREN’S PRIVACY

Protecting the privacy of the very young is especially important. We do not knowingly collect personally identifiable information from children (defined herein as minors younger than thirteen (13) years of age), and no part of our website is structured to attract anyone under the age of thirteen (13). If you are under the age of thirteen (13), please do not submit any personally identifiable information via our website. Before using our website, persons under the age of eighteen (18) must have their parents or legal guardians read out Website Terms and Conditions of Use and this Website Privacy Policy and consent to the terms on their behalf.

6. HIPAA

The Hospital will use any medical information collected by our website in accordance with our **Notice of Privacy Practices** located at <http://www.mcmhospital.org/site/pdf/hipaa.pdf> and applicable law (including, to any extent that it may apply, the Health Insurance Portability and Accountability Act of 1996 [“HIPAA”]).

7. HOW TO ACCESS OR CORRECT YOUR INFORMATION

If you wish to correct factual errors in your personally identifiable information, you may send us a request that credibly shows error. To protect your privacy and security, we will take reasonable steps to verify your identity before granting access or making corrections.

8. HOW TO CONTACT US

Should you have other questions or concerns about these privacy policies, or to report a violation of our Website Privacy Policy, please call our Privacy Officer at **(207) 664-5457** or e-mail us at jsanderson@mainehospital.org. Dial 911 for emergencies. We treat all information in accordance with the Website Privacy Policy in effect at that time