

About this privacy policy

At ECU Health, we prioritize the protection of your online privacy. This Website Privacy Policy outlines the ways in which we collect, utilize, share and safeguard the information you may provide when you visit our websites. It also explains the options available to you in regards to how we collect and use your Personal Information. This document may be updated at any time and the use of this website implies the acceptance of this policy.

This Website Privacy Policy applies to information collected on the following websites:

- [Ecuhealth.org](https://www.ecuhealth.org)
- [OuterBankshealth.org](https://www.outherbankshealth.org)
- [Vidantintegratedcare.org](https://www.vidantintegratedcare.org)
- [Coastalplainsnetwork.com](https://www.coastalplainsnetwork.com)
- [Allin.ecuhealth.org](https://www.allin.ecuhealth.org)
- [Providerbenefits.ecuhealth.org](https://www.providerbenefits.ecuhealth.org)
- [Labtestmanual.ecuhealth.org](https://www.labtestmanual.ecuhealth.org)

There may be additional privacy policies on third party apps or web applications or websites not noted above.

Contact Us

If you have any questions or concerns about this privacy policy, please email Webmaster@ecuhealth.org.

How your data is used

We do not sell, trade or rent any data collected on our websites.

Information that may be requested from you

In some cases you may encounter form fields prompting you to enter the following information:

1. Name
2. Email
3. Phone
4. Address
5. Comments

Software tools that we use to measure website effectiveness

We use industry standard tools (which include but not limited to: Google Analytics and HotJar) on our websites to help us understand how well our marketing campaigns are working and how you use the website. These tools may collect non-identifiable or non-personal data such as: IP Address, location, OS type, Device type, Browser version, website behavior and referring website address. These tools may store and combine your data with other information about you. Those tools have their own privacy policies that govern how that data is used. In some cases third party use may take the form of ad display or other relevant content on websites across the internet.

You may opt-out of Google Analytics and HotJar using the following links*:

- [Google Analytics](#)
- [HotJar](#)

*Please note ECU Health is not responsible for these third-party, independently-owned plugins and we do not offer tech support should they fail. Linking to these plugins does not imply endorsement or oversight of these tools.

Cookies

Cookies are primarily used to track your movements around ECU Health websites. These cookies are part of our analytics and user engagement tools. Cookies help us track website performance, content areas that are frequently trafficked, user pathways to improve site design and navigation and other performance indicators.

Forms and Questionnaires

ECU Health uses forms to capture feedback and communicate with various internal departments. We send this information to the appropriate internal party for communication and processing. We safely store and regularly delete the information from organizational websites, and do not request any Personal Health Information (PHI) using these feedback forms. However, some of these forms do have **text boxes** that allow you to enter information. Some of the information you voluntarily enter may be personal health information. We make every effort to ensure this data is secure upon transmission to the intended party.

In some cases ECU Health uses questionnaires to guide you to the appropriate resource. These questionnaires do not ask for personal identifiable information and are deleted after 24hrs.

Embeddable Online Scheduling from MyChart

ECU Health uses **MyChart**, a secure HIPAA compliant patient portal protected by applicable law that allows a patient to view and manage their patient record, interact with their care team and schedule appointments with providers. In some cases we embed MyChart scheduling tools into our websites to make it easier for patients to schedule appointments. MyChart delivers these embedded schedules and all data is stored in HIPAA-complaint systems.

Email Marketing & Newsletters

Any email addresses captured on this website will not be used for marketing emails unless specifically noted on the form. We give you the ability to opt out of marketing emails.

Location Information

Our analytics tools can determine a general location such as city or state. While we use this information for reporting purposes, we do not associate this information with your identity. Some of our sites and apps may ask for your specific location. Those services use your specific location to locate ECU Health facilities and services that are near you. You will be prompted on first use of your location and you can choose to allow or deny that feature. At any time you can revoke those permissions on your device. Please refer to your device or software operating instructions on how to revoke those permissions.

Policies, procedures & security measures

Data Security

ECU Health has enterprise level security measures in place to protect our websites and any personal information shared. However, we are not able to guarantee the security of your data as you transfer it over the internet and ECU Health is not responsible for the risk you incur when you voluntarily send data to our website.

Other websites not owned by or managed by ECU Health

Sometimes we may link to other useful websites on the internet. While we curate these links for relevant content and usefulness to you, this does not constitute an endorsement by ECU Health. We are not responsible for the quality or security of the linked site. Be mindful that these websites use their own analytics tools, tracking technologies, data collection and cookies and ECU Health does not control how third party sites may use your data. Please refer directly to the privacy policies available on third party sites to learn more about how they use your data.

Children's Privacy

The websites are meant for a broad audience and are not aimed at children under 13 years old. We do not intentionally gather or request Personal Information from children.

Visitors from Outside the US

The websites are exclusively targeted towards customers in the United States. Visitors from outside the United States should note that their information might be sent to, stored, or handled in the U.S. when using any part of the websites mentioned above. Your use of the website implies your understanding and agreement to the transfer of your information to the United States and to third parties, as outlined in this Privacy policy.

Please note

The website privacy policy is different than the [Notice of Privacy Practices](#), which explains how medical information about you may be used and disclosed and how you can get access to your medical information.