

## WEB SITE PRIVACY POLICY

The Center for Mississippi Health Policy (the "Center") is committed to respecting your privacy. Please read the following policy to understand how your personal information will be treated if it is collected on-line. This policy may change from time to time so please check back periodically. The Center's privacy policy is as follows:

### 1. What personally identifiable information is collected from me?

During a visit to the Center's Web site, certain information will be gathered and stored automatically during the visit. The information does not identify you personally.

### 2. What are cookies and how are they used by the Center?

The Center may place Internet cookies on your hard drive. Internet cookies are small files that may be placed on your hard disk for record-keeping purposes. Cookies are used to (a) remind us of who you are in order to deliver you better service; (b) estimate our audience size by determining repeat usage of the Web site to help target advertisements based on user interests and behavior; and (c) measure certain traffic patterns for use as a research tool to understand how our users' habits are similar or different from one another. You can set your browser to notify you when you receive a cookie, giving you the chance to decide whether or not to accept it. By not accepting cookies, some Web pages may not display properly or you may not be permitted to access certain information.

The Center may also collect IP addresses (the Internet address of a computer) to track a user's session while the user remains anonymous. We analyze these data for certain trends in statistics, such as which parts of our site users are visiting and how long they spend there. In general, we do not link your IP addresses to anything personally identifiable to you.

### 3. How is my information used?

The Center will not sell, rent or lease to others any personally identifiable information you may provide without your consent, except as set forth in this policy. In general, the information you provide will be used to support your relationship with the Center. Your information may be shared with agents, contractors or business partners for the purpose of performing services for the Center.

We want to help you quickly find information on the Center and alert you to updated information, and other new services from the Center. Accordingly, we may send you direct mailings about our various products and services or other products and services we feel may be of interest to you. If you do not want to receive such mailings, simply "opt-out" by the means provided for (if any) in the mailings or by contacting [director@mshealthpolicy.com](mailto:director@mshealthpolicy.com).

Notwithstanding the foregoing, the Center does research on our users' demographics, interests and behavior based on the information provided to us during your use of the Center's Web site. This research is compiled and analyzed on an aggregated basis. Aggregated data do not include personally identifiable information. The Center may share these aggregated data with others.

### 4. Who is collecting my information?

When you are on the Center's Web site and volunteer personal information, you are sharing that information with the Center alone, unless specifically stated otherwise.

Please be aware that Web sites that have links on our site may collect personally identifiable information

about you. The information practices of those Web sites linked to the Center are not covered by this privacy statement.

**5. With whom does the Center share my information?**

We may share the personal data you provide with other Center agents, contractors or our business partners for the purposes of performing services for the Center. The Center also may share aggregated data with others. We also believe it is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of the Terms of Use, or as otherwise required by law. Except as provided above or in the event of a merger, consolidation, or sale of all or substantially all of the Center's assets, we will not share any of your information with any third party without your permission.

**6. How do I access, update or delete my information?**

You can request the individual information that the Center has collected about you, correct factual inaccuracies in your information, remove personal information from the Center's databases and/or update your personal information by contacting [director@mshealthpolicy.com](mailto:director@mshealthpolicy.com).

**7. What does "opt-out" mean?**

To "opt-out" means that you have notified the Center that we no longer have permission to use your information for a particular purpose. For example, when we send you e-mail alerts about health policy news, you will be given the opportunity to "opt-out" of receiving such information in the future.

**8. What else should I know about my privacy?**

Third party Internet sites and services accessible through the Center have separate privacy and data collection practices, independent of us. The Center has no responsibility or liability for these independent policies or actions. Please be careful and responsible online. If you post personal information online that is accessible to the public, you may receive unsolicited messages from other parties in return. While we strive to protect your information, the Center cannot ensure or warrant the security of any information through the transmission process. You access and use the Center's Web site, and any other third party Internet sites, at your own risk.

**9. Other Legal Notices.**

Any dispute over privacy is subject to this privacy policy and our [Terms of Use](#), including limitations on damages and application of the law of the State of Mississippi. If you have any concern about your privacy in connection with this policy, please send a thorough description to [director@mshealthpolicy.com](mailto:director@mshealthpolicy.com), and we will try to resolve it. We may post a revised privacy policy on our Web site. Please note that the use of information that we gather is subject to the privacy notice in effect at the time of use. You should check our Web site frequently to see recent changes.