

HEALTHeKNOWLEDGE.ORG PRIVACY POLICY / TERMS OF USE

This Privacy Policy is effective as of May 25, 2018.

HealtheKnowledge.org is a program administered at the Collaborative to Advance Health Services located at the University of Missouri – Kansas City (UMKC) School of Nursing and Health Studies, 2464 Charlotte St., Suite 2429, Kansas City, MO 64108. All references to "we", "us", or "our" shall be construed to mean HealtheKnowledge.org.

What is “personal information?”

"Personally Identifiable Information" (or "PII") refers to contact information that directly or indirectly tells specifically who you are, such as your name, phone number, company name, job, email, postal address, or any other information that could be linked to you with reasonable effort. We do not collect sensitive information such as location information (GPS), racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, or data concerning health or sexual orientation.

When We Act as Controller

We will be acting as the "Controller" of the personal data you provide directly to us via a “Create an Account” or “Register for a Course” form, or via other contact methods. You are not required to provide your personal information for purposes of navigating through the public areas of our website.

If you have provided your personal data to a Partner of HealtheKnowledge.org who has entered into an understanding with us to provide use of our services, we will be acting as the "Processor" of your personal data transmitted to us by them. As processor, we do not own, control, or direct the use of any data provided to us by course Partners, which act as “Controllers”.

How We Collect and Use Your Data

We collect PII directly from you when you submit various forms, when you submit a support ticket through our Help Desk, and when you request that we send you emails or resources. You may withdraw your consent at any time by requesting your account and PII be deleted.

We may make full use of your Usage Data (for example activity completion on the site, clicks on hyperlinks, etc.) for purposes such as to improve user experience and to analyze the performance of the site, as well as your interaction within a course.

We may combine Usage Data with PII that we collect, and use the combined data for purposes of improving our products and services, as well as your user experience with our products and services.

How Long We Keep Your Data

We will not retain your PII or Usage Data for longer than required. This means that we will keep your PII or Usage Data for any or a combination of time periods described as follows: (i) until we no longer have a valid reason for keeping it, (ii) until you request us to stop using it, or (iii) up to 10 years.

Information Sharing and Disclosure

We will not sell your PII or share it with any outside parties.

We may provide your PII and Usage Data to any affiliated online course partner, if requested and deemed reasonable.

Except for sharing your information as described above, we will not disclose information about you or the contents of your communications unless compelled to do so in the good-faith belief that such action is reasonably necessary (a) to comply with the law; (b) to comply with legal process; (c) to enforce these terms and conditions; or (d) to respond to claims that any content violates the rights of third parties.

TERMS OF USE

Cookies and Opt-Out Procedures

We may automatically collect Usage Data through the use of "cookies." Cookies are small text files a website uses to recognize repeat users, facilitate the user's ongoing access to the site, and facilitate the use of the site. "Cookies" also allow a site to track usage behavior and compile site-usage information that will allow for the improvement of content.

Analytics

We may participate with third party analytics partners to monitor and analyze Web traffic and to track and analyze user behavior on this site. We use Google Analytics and HotJar for these purposes.

Google Analytics is a web analysis service provided by Google Inc. ("Google"). Google utilizes the data collected to track and examine the use of this site, to prepare reports on its activities, and to share them with other Google services.

Information collected: cookie and Usage Data. Visit Privacy Policy at <https://www.google.com/intl/en/policies>. You may opt-out of the Google Analytics service with the Google's Browser Add-on that's available at <https://tools.google.com/dlpage/gaoptout>.

You may opt-out of Google's use of cookies by visiting the [Ads Preferences Manager](#). Also, you can opt out of other third-party use of cookies by visiting the [Network Advertising Initiative opt-out page](#).

Hotjar is a user experience tracking technology that helps us better understand our users' behavior on our site, such as links that are clicked and time spent on different pages. We use this information to help us design better user experiences. Hotjar uses cookies and other systems to collect information on user behavior and devices, which is stored anonymously in a user profile. Hotjar does not identify individual users or match individual users with their online behavior. For more information, please visit Hotjar's site and [read their privacy policy](#).

You can opt-out to the creation of a user profile, Hotjar's storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites by [following this opt-out link](#).

Links to Other Websites

This site may contain links to other websites. We have no responsibility or liability for the policies and practices of these sites. You should be careful to review any privacy policies posted on any of these sites before providing information to them.

Contact Us

CONTACT US at <https://hek.zendesk.com/hc/en-us>

HealthKnowledge.org

A program of the Collaborative to Advance Health Services

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