
WEBSITE PRIVACY

West Michigan Cancer Center Radiation & Surgical Specialties (“WMCC,” “we,” or “us”) respect your privacy and are committed to protecting it through our compliance with this Website Privacy Policy (“Policy”). This Policy describes the types of information we may collect from you or that you may provide when you visit the website wmcc.org (“Website”) and our practices for collecting, using, maintaining, protecting, and disclosing that information. Medical and health information may also be governed by our Notice of Privacy Practices, as applicable. This Policy applies to information we collect:

1. On this Website.
2. In email, text, and other electronic messages between you and this Website.
3. Through mobile and desktop applications you download from this Website, which provide dedicated non-browser-based interaction between you and this Website.
4. When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this Policy.
5. It does not apply to information collected by:
6. Us offline or through any other means, including on any other website operated by WMCC or any third party (including our affiliates and subsidiaries); or
7. Any third party (including our affiliates and subsidiaries), including through any application or content (including advertising) that may link to or be accessible from or on the Website.

Please read this Policy carefully to understand our policies and practices regarding your information and how we will treat it. This Website is offered and available only to users who reside in the State of Michigan. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this Policy and you represent and warrant that you meet all of the eligibility requirements to use this Website. This Policy may change from time to time (see [Changes to Our Website Privacy Policy](#)). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check this Policy periodically for updates.

1. **Children Under the Age of 18:** Our Website is not intended for users under 18 years of age. No one under age 18 may provide any information to or on the Website. We do not knowingly collect personal information from children under 18. If you are under 18, do not use or provide any information on this Website or on or through any of its features. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at risk@wmcc.org, or 269-373-7471, or by mail at 200 North Park Street Kalamazoo, MI 49007.
2. **Information We Collect About You and How We Collect It:** We may collect several types of information from and about users of our Website, including:
 - a. Information by which you may be personally identified, such as name, postal address, e-mail address, telephone number, or any other identifier by which you may be contacted online or offline (“personal information”).
 - b. Information that is about you but individually does not identify you, such as citizenship or immigration status, gender, race, ethnicity, or veteran status.
 - c. Information about your internet connection, the equipment you use to access our Website, and usage details.
 - d. We may collect this information:
 - i. Directly from you when you provide it to us.
 - ii. Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.
 - iii. From third parties, for example, our business partners.
3. **Information You Provide to Us:**
 - a. The information we collect on or through the Website may include:
 - i. Information that you provide by filling in forms on the Website. This may include information provided at the time of requesting further services or information. We may also ask you for information when you report a problem with the Website.
 - ii. Records and copies of your correspondence (including email addresses), if you contact us.
 - iii. Your search queries on the Website.

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- b. You also may provide information to be submitted or displayed (hereinafter, “posted”) on public areas of the Website, or transmitted to persons (collectively, “User Contributions”). Your User Contributions are posted on and transmitted to others at your own risk. Although we may limit access to User Contributions, please be aware that no security measures are perfect or impenetrable. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.
- 4. Information We Collect Through Automatic Data Collection Technologies:**
- a. As you navigate through and interact with the Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:
- i. Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
 - ii. Information about your computer and internet connection, including your IP address, operating system, and browser type.
- b. The information we collect automatically may include personal information, or we may maintain it or associate it with personal information we collect in other ways or receive from third parties. Such collection and maintenance may help us to improve our Website and to deliver a better and more personalized service. The technologies we may use for automatic data collection may include:
- i. Cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system may issue cookies when you direct your browser to our Website.
 - ii. Flash Cookies. Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see Choices About How We Use and Disclose Your Information.
 - iii. Web Beacons. Pages of our Website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit WMCC, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).
- 5. Third-Party Use of Cookies and Other Tracking Technologies:** Some content or applications, including advertisements, on the Website may be served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. We do not control these third parties’ tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see Choices About How We Use and Disclose Your Information.
- 6. How We May Use Your Information:** We may use information that we collect about you or that you provide to us, including any personal information:
- a. To present our Website and its contents to you.
 - b. To provide you with information, products, or services that you request from us.
 - c. To fulfill any other purpose for which you provide it.
 - d. To notify you about changes to our Website or any products or services we offer or provide though it.
 - e. To allow you to participate in interactive features on our Website.
 - f. In any other way we may describe when you provide the information.
 - g. For any other purpose with your consent.

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7. **Disclosure of Your Information:** We may disclose aggregated information about our users, and information that does not identify any individual, without restriction. We may disclose personal information that we collect or you provide as described in this Policy:
- To our subsidiaries and affiliates.
 - To contractors, service providers, and other third parties we use to support our business.
 - To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of WMCC's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by WMCC about the Website users is among the assets transferred.
 - To third parties to market their products or services to you if you have not opted out of these disclosures. For more information, see Choices About How We Use and Disclose Your Information.
 - To fulfill the purpose for which you provide it.
 - For any other purpose disclosed by us when you provide the information.
 - With your consent.
 - We may also disclose your personal information:
 - To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
 - If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of WMCC, our customers, our patients, or others.
8. **Choices About How We Use and Disclose Your Information:** We strive to provide you with choices regarding the personal 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. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's [website](#). If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
 - Disclosure of Your Information for Third-Party Advertising. If you do not want us to share your personal information with unaffiliated or non-agent third parties for promotional purposes, you can opt out by sending us an email stating your request to risk@wmcc.org.
 - Promotional Offers from WMCC. If you do not wish to have your contact information used by WMCC to promote our own or third parties' products or services, you can opt out by sending us an email stating your request to risk@wmcc.org. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions.
 - We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's [website](#).
9. **Data Security:** We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. Any donation transactions will be encrypted. The safety and security of your information also depends on you. If we give you (or you choose) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.
10. **Changes to Our Website Privacy Policy:** It is our policy to post any changes we make to this Policy on this page, and all changes are effective immediately when we post them unless otherwise indicated. The date this Policy was last revised is identified at the top of the page. You are responsible for periodically visiting our Website and this Policy to check for any changes.
11. **Contact Information:** To ask questions or comment about this Policy and our other privacy practices, or to register a complaint or concern, please contact us at risk@wmcc.org or 269-373-7471.