

PRIVACY POLICY NOTICE

This Privacy Policy Notice applies to vivoinfusion.com, to inform those who are concerned with how their personally identifiable information (PII) is being used online. PII is data that can be used on its own or with other information to identify, contact, or locate a single person. It can also be used to identify an individual in context. Please read this Privacy Policy Notice carefully to learn how we collect, use, protect, or otherwise handle your PII on our website.

This Privacy Policy Notice applies solely to information collected by this website. It will notify you of the following:

1. What personally identifiable information is collected from you through the website, how it is used and with whom it may be shared.
2. What choices are available to you regarding the use of your data.
3. The security procedures in place to protect the misuse of your information.
4. How you can correct any inaccuracies in the information.
5. Information Collection, Use, and Sharing
6. We are the sole owners of the information collected on this site. We only have access to/collect information that you voluntarily give us via email or another direct contact from you. We will not sell or rent this information to anyone.

We will use your information to respond to you, regarding the reason you contacted us. We will not share your information with any third party outside of our organization, other than as necessary to fulfill your request.

Unless you ask us not to, we may contact you via email and phone in the future.

Your Access to and Control Over Information

You may opt out of any future contacts from us at any time. You can do the following at any time by contacting us via the email address or phone number given on our website:

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any data we have about you.
- Express any concern you have about our use of your data.

What personal data do we collect, and why?

When navigating our site, you may be asked to enter your name, email address, phone number, or other details to help you with your experience. This information may be collected when you sign up to receive information, respond to marketing communications, surf the website, or use other site features to optimize your experience and make informed decisions. We follow appropriate data

collection, storage, and security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal information and data stored on our site.

Media

If you need to upload a file to the website, avoid images with embedded location data (EXIF GPS) included. Some uploaded files may be accessible by the public.

In these cases, visitors to the website can download and extract any location data from images on the site.

Cookies

Cookies are small files that a site or its service provider transfers to your computer's hard drive through your web browser that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. This occurs if you visit our website and acknowledge the presence of cookies via our automated pop-up. Situations that involve cookies may include:

- **Navigating the site.** We may monitor your current site activity through an analytics application to provide you with an improved experience or solution. We may use these cookies to compile aggregate data about site traffic or interactions to offer a better site experience or tools in the future.
- **Submitting a form on our site.** We may utilize reCAPTCHA cookies to differentiate between human users and bots when you submit a form on our website. If you've been directed to our website by clicking on a Google search ad, we may use cookies to track advertisement clicks and if you took a subsequent action to contact us.
- **Using webchat on our site.** At present, Minnesota Center for Multiple Sclerosis does not utilize a webchat feature. If we should deploy one in the future, we may use cookies to support marketing automation and user interactions related to our webchat functionality.
- **Clicking a phone number on our site to call us.** If you've been directed to our website by clicking on a Google search ad, we may use cookies to track advertisement clicks and if you took a subsequent action to contact us.
- **Logging into an account on our site.** If you log into the patient portal on this site, we may set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser. We may set up several cookies to save your login information and your screen display choices. Login cookies last for two days while screen display options cookies last for a year. If you select Remember Me, your account will remain logged-in on your device for two weeks. If you log out of your account, the login cookies will be removed.

Embedded Content

Pages on this site may include embedded content from other websites (e.g. videos, images, articles, and more). Interacting with this content behaves in the exact same way as visiting their website. These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with the embedded content, including tracing your interaction with content when applicable.

Analytics

We may use an analytic application and other technology for data collection and aggregation to better understand our visitors. By using our site, you are choosing to opt-in to these services.

What do we do with your data?

Do we share your data?

We do not sell, trade, or otherwise transfer to outside parties your PII. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or servicing you – so long as those parties agree to keep your information confidential.

We may release your information when we believe it's appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety. If we receive data about users from third parties, including advertisers, this information is treated the same as any other information collected on our site.

Where do we send your data?

We actively understand and follow the best practices set forth by the Fair Information Practice Principles. How they're implemented is critical to comply with the various privacy laws that protect your personal information.

Security

We take precautions to protect your information. When you submit sensitive information via the website, your information is protected both online and offline. Wherever we collect sensitive information that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a closed lock icon at the bottom of your web browser or looking for "https" at the beginning of the address of the web page.

Sensitive and private data exchanged between our site and its visitors happens over an SSL secured communication channel — signified by a closed lock icon at the bottom of your web browser or an "https" at the beginning of the address of the web page — and is encrypted and protected with digital signatures. Our site and team are also in compliance with both HIPAA and PCI standards to keep your health information and/or payment card data secure online and offline where applicable.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service) are granted access to personally identifiable information. The computers/servers in which we store personally identifiable information are kept in a secure environment.

GDPR

GDPR requires that personal data from the EEA is subject to special protection for EU-based individuals. While we don't target EU-based residents directly, we understand that our website may be accessed by these individuals. We will make all reasonable efforts to abide by GDPR and provide at least the same level of data protection for personal data received and processed from the EU as the privacy protections set forth in our privacy policy.

Data Breaches

If a data breach ever occurs, we will notify users via email within seven business days of the discovery. We abide by the individual redress principle, which requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or a government agency to investigate and/or prosecute non-compliance by data processors.

Changes to this Privacy Policy

We have the discretion to update this privacy policy at any time, and any changes made will be in accordance with the US Fair Information Practices and the GDPR. By visiting our website, you acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

By using this site, you signify your acceptance of this policy and terms of service. If you do not agree to this policy, please do not use our site. Your continued use of the site following the posting of changes to this policy may deem your acceptance of those changes.

Contact Information

If you have any questions or concerns about this privacy policy, the practices of this website, or your dealings with this site, the US Fair Information Practices, and the GDPR, please contact our Privacy Officer: [Francine Wachtmann, JD, CHC](#) via phone: 617.771.7722 or email: fwachtmann@vivoinfusion.com.