

Privacy Statement

Ochsner Health System ("Ochsner") is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to the *MyOchsner*[™] patient portal Web site and governs data collection and usage. By using the My Ochsner[™] patient portal website, you consent to the data practices described in this statement. The Ochsner Health System Notice of Privacy Practices describes how your medical information is used and disclosed by Ochsner, and is incorporated here by reference.

Collection of your Personal Information

When you use the *MyOchsner*[™] patient portal, Ochsner collects personally identifiable information, such as your e-mail address, name, home or work address, telephone number, ZIP code, age, gender, preferences, access times, and account activity. This information is used by Ochsner for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the *MyOchsner*[™].

MyOchsner[™] encourages you to review the privacy statements of Web sites you choose to link to from *MyOchsner*[™] so that you can understand how those Web sites collect, use and share your information. Ochsner is not responsible for the privacy statements or other content on Web sites outside of the *MyOchsner*[™] or Ochsner.org web sites.

Use of your Personal Information

Ochsner collects and uses your personal information to operate the *MyOchsner*[™] site and deliver the services you have requested. Ochsner also uses your personally identifiable information to inform you of other products or services available from Ochsner and its affiliates. Ochsner may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

Ochsner does not sell, rent or lease its patient lists to third parties. Ochsner may, from time to time, contact you about a particular offering that may be of interest. In addition, Ochsner may share data with business associates working on our behalf to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such business associates are prohibited from using your personal information except to provide these services to Ochsner, and they are required to maintain the confidentiality of your information.

Ochsner does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

Ochsner keeps track of the pages our customers visit within *MyOchsner*[™], in order to determine what services are the most popular. This data is used to deliver customized content and advertising within *MyOchsner*[™] to patients whose behavior indicates that they are interested in a particular subject area.

Ochsner will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Ochsner; (b) protect and defend the rights or property of Ochsner; and, (c) act under exigent circumstances to protect the personal safety of users of *MyOchsner*[™], or the public.

Use of Cookies

Cookies are used for system performance functionality. You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the *MyOchsner*[™] services.

Security of your Personal Information

Ochsner secures your personal information from unauthorized access, use or disclosure. Ochsner secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information is transmitted to other Web sites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

***MyOchsner*[™] Opt-In Clause**

When you set up your preferences, Ochsner gives you the opportunity to opt-in to receive information from *MyOchsner*[™].

Changes to this Statement

Ochsner will occasionally update this Statement of Privacy to reflect changes to features or regulations. Ochsner encourages you to periodically review this Statement to be informed of how Ochsner is protecting your information.

Contact Information

Ochsner welcomes your comments regarding this Statement of Privacy. If you believe that Ochsner has not adhered to this Statement, please contact Ochsner through the comment link located on the footer section of the website. We will use commercially reasonable efforts to promptly determine and remedy the problem.