



Website Privacy Policy

UNC Health is committed to protecting your online privacy. This Website Privacy Policy explains how UNC Health collects, uses, shares, and protects Personal Information (defined below) when you visit UNC Health websites and the choices you have about how we collect and use Personal Information.

This Website Privacy Policy applies to Personal Information collected or processed through websites, mobile apps, and social media pages operated by UNC Health or its affiliated entities and that include a link to this Website Privacy Policy (the "Sites"). The Sites include, but are not limited to:

- caldwellmemorial.org
- chathamhospital.org
- johnstonhealth.org
- nashunchealthcare.org
- onslow.org
- pardeehospital.org
- rexhealth.com
- uncchildrens.org
- uncmedicalcenter.org
- unchealthblueridge.org
- unchealthcare.org
- unchealthsoutheastern.org
- unclenoir.org
- uncpn.com
- uncrockingham.org
- wayneunc.org

Some of our websites and apps, such as My UNC Chart, may have their own additional privacy policies.

This Website Privacy Policy is different than our [Notice of Privacy Practices](#), which explains how we use and disclose Protected Health Information.

In general, you can visit UNC Health Sites without revealing any information that, either alone or when combined with other information, identifies or relates to a particular individual ("Personal Information").



However, you may be asked to provide Personal Information to gain access to some of our content and services.

Third Party Vendors and Service Providers

We do not sell Personal Information that you enter on our Sites. But we may share Personal Information with third parties with whom we contract to help us operate the Sites, manage our users and communications, and provide our services. For example, we engage third parties to provide analytics services, hosting services, website and app security, email marketing, and mailing services. These third parties have access to your Personal Information only to perform specific tasks on our behalf. We have written agreements in place with them that require them to protect the privacy and security of your Personal Information.

Analytics Tools

We use analytics tools and other third party technologies, such as Adobe Analytics, Google Analytics (including Google Analytics Demographics and Interest Reporting and Remarketing with Google Analytics) and Qualtrics Cookies, to collect non-personal information regarding you in the form of various usage and user metrics when you use our online Sites. These tools and technologies collect and analyze certain types of information, including cookies, IP addresses, device and software identifiers, referring and exit URLs, onsite behavior and usage information, feature use metrics and statistics, usage and purchase history, MAC Address, mobile unique device ID, geolocation, demographic and interest data, and other similar information.

The third party analytics companies who collect information on our Sites and other online products and/or services may combine the information collected with other information they have independently collected from other websites and/or other online or mobile products and services relating to your activities across their network of websites as well as online and/or mobile products and services. Many of these companies collect and use information under their own privacy policies.

In addition to our use of the technologies described herein, we may permit certain third party companies to help us tailor advertising that we think may be of interest to you based on your use of UNC Health Sites and to otherwise collect and use data about your use of UNC Health Sites.

You may opt out of the Google advertising cookies by visiting the [Google advertising opt-out page](#) or you may opt out of Google Analytics by visiting the [Google Analytics opt-out page](#). Google has additional information available about their [Remarketing Privacy Guidelines](#) and [Restrictions](#). Please note that you must apply these settings to every device and web browser for which you wish to opt out. If you clear your cookies and still wish to opt out, you will need to reapply these settings.

Geolocation Information

Our analytics services allow us to estimate the general geographic location of our Site users, but this information is not as precise as when you allow us to access your device's geolocation information. With your permission, some portions of our Sites can access your current location and then use that geolocation information to provide information that may be relevant to you. If you do not want us to access your geolocation information, your browser or mobile device's help pages should have instructions for how to



deny or revoke access. Note that we may block some geolocations from accessing our Sites for security reasons.

Optimization

We use user information, including behavioral metrics, and other non-personally identifiable information to operate, provide, improve, and maintain our Sites and Services, to develop new products and services, to prevent abuse and fraud, to personalize and display advertisements and other content for you, and for other administrative and internal business purposes.

Email Communications

Communication that you send to us via the email links and forms on our site may be shared with a customer service representative, employee, or medical expert that is most able to address your inquiry. We make every effort to respond in a timely fashion once communications are received.

Because email does not provide a completely secure and confidential means of communication, please do not use e-mail if you wish to keep your communication private. Instead, please call us at 984-974-5006.

Children's Privacy

The Sites are intended for a general audience and not directed to children less than 13 years of age. We do not knowingly collect or solicit Personal Information from children.

Other Websites

We have no control over and assume no responsibility for the practices of any websites or services linked to or from our Sites, including the information or content contained within them. A link to a third party's website should not be construed as an endorsement by UNC Health in any way. We encourage you to investigate and ask questions before disclosing Personal Information to third parties, and we strongly advise you to review the privacy policy of every site you visit. We are not responsible for their activities or representations, and we assume no liability, even if you found the site through us.

Complaint Process

If you have a complaint or problem, or if you believe your privacy rights have been violated, you may [contact us](#). Please indicate the reason for contacting us. Our customer service department will forward your complaint to the appropriate UNC Health University Health System department for response or resolution.

Last Updated: December 2, 2022