

PRIVACY POLICY

1. Acceptance of Terms. Welcome to www.hitrustalliance.org (the “Site”), a web site provided on behalf of the HITRUST, LLC (“HITRUST,” “we,” “us” and “our”). Your privacy is important to us. It is our policy to protect your Personal Information (as defined below) and to use it only in accordance with this Privacy Policy. Using our Site is voluntary, and by using the Site, you consent to our collection and use of your identifying and non-identifying information as described in this Privacy Policy. This Privacy Policy only governs our use and disclosure of information collected through this Site.

2. Information We Collect From You. We automatically collect information about your Internet connection, including but not limited to:

- The name of the Internet domain you used to access the Internet;
- The IP address of the web site from which you linked directly to our Site;
- The date and time you accessed our Site; and
- The pages you visited.

This information (“Non-Personal Information”) does not identify you personally. We use this Non-Personal Information to monitor the effectiveness of the Site and to consider potential improvements to the Site.

We may request that you provide certain personally identifiable information (“Personal Information”) to participate in the Password-Protected Areas, download information or join our mailing lists (as defined in the Terms and Conditions of Use). We request that you provide contact information, including but not limited to your name, company, title, industry, address, e-mail address and phone number. We do not collect any Personal Information about you when you visit the Site unless you give us that information. You may choose not to provide Personal Information via the Site by not using the areas mentioned above.

3. Use of Your Personal Information. We use your Personal Information to administer your participation in the Site and to communicate information we think may be of interest to you. In addition, your personal information may be used by HITRUST (or third parties engaged by us) to: 1) fulfill your requests for services or materials, 2) contact you, 3) customize the advertising and web content, 4) conduct research or surveys, (5) respond to subpoenas, court orders or legal process, and (6) establish or exercise our legal rights or defend against legal claims.

4. Sharing Your Information. Through display, we disclose your Personal Information to other authorized users of the Site. We may use third party service providers and suppliers to facilitate the Site and the services we provide, and they may have access to Personal Information. In addition, we may buy or sell business assets or be acquired by or acquire other organizations. In such transactions, Personal Information generally is one of the transferred business assets. In addition, in the event we merge or consolidate with another organization, Personal Information may be transferred to the

successor entity. We may also disclose Personal Information to other affiliated institutions and/or if we are required to do so by law.

5. Use of Cookies. The use of cookies enables us to enhance your visits to the Site. Cookies are alphanumeric identifiers that are transferred to your computer's hard drive through your web browser. The help portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, but this may limit your ability to use some features of the Site. Cookies enable us to recognize your browser and provide features that are tailored to your needs.

We may use information from cookies for purposes of planning and tracking, as well as assessing the technical function of the Site. We may also use cookies to track information about which pages you visit within the Site to help us gauge the effectiveness of the Site or our content.

6. Linked Sites. We may provide links on the Site to other sites of interest. Your use of such linked sites is subject to the privacy policies of the providers of those sites. We encourage our users to be aware when they leave our Site and to read the privacy statements of each Site that collects Personal Information.

7. Security Measures. We work hard to protect the security of the information that you provide to us. While we strive to protect your information through measures to protect our system, such security cannot be guaranteed. Consequently, we do not insure or warrant the security of information you transmit, and you do so at your own risk.

8. Children and Parents. We do not offer or provide products and services for children. If you are under 18, you may not use our Site. We do not intend to collect Personal Information from children. If your child has submitted Personal Information and you would like to request that such information be removed, you may contact us via one of the contact methods described on the Site and we will promptly remove such information and shall not use such information or include it in our database. Users under the age of 18 and their parents or guardians are advised that any Personal Information voluntarily entered by children may be available for public access until we become aware that a user is under the age of 18 and has had a reasonable opportunity to remove the information from the site.

9. Reviewing Information. You may contact us via one of the contact methods described in the Terms and Conditions if you wish to change or to discuss any issues regarding your Personal Information.

10. Changes. We may change this Privacy Policy from time-to-time. If we do make a change, we will post the revised Privacy Policy on this Site. We encourage you to review this Privacy Policy periodically. Questions, comments or complaints about our privacy policies should be submitted to us via the methods described in the Terms and Conditions.