



## **Alliance Healthcare Foundation Privacy Policy**

Effective Date: September 26, 2025

For a printable version of this Privacy Policy, please [click here](#).

Alliance Healthcare Foundation is committed to protecting your privacy and delivering a meaningful and safe online experience. This Privacy Policy applies to the processing of personal information on the Alliance Healthcare Foundation website at <https://alliancehf.org/> and all online properties controlled by Alliance Healthcare Foundation (the “Sites”). By using Alliance Healthcare Foundation Sites, you acknowledge that you have read and understand the data practices described in this statement.

This Privacy Policy applies solely to information collected on the Sites. This Privacy Policy does not apply to:

- Links to other websites, such as to relevant online resources, our partners' websites, and other third party websites. Alliance Healthcare Foundation encourages you to review the privacy statements of websites you choose to link to/from Alliance Healthcare Foundation so that you can understand how those websites collect, use and share your information. Alliance Healthcare Foundation is not responsible for the privacy statements or other content on websites outside of Alliance Healthcare Foundation website.
- Any specific contracts agreed to by the parties and relationships that may be governed by further privacy agreements. If you are engaging with us on behalf of your employer, others in your organization, or are otherwise providing the personal information of others, by engaging with us, you acknowledge and agree that you have the consent of the other individual to provide that individual's information to Alliance Healthcare Foundation.

### **Information We Collect**

When we use the term “personal information” we mean any information relating directly or indirectly to an identified or identifiable natural person. The types of personal information we collect from you depends on the features, services, and Sites you use. The following is a

list of categories of personal information we collect, either directly from you or indirectly via third parties, and the manners in which it may be collected on the Sites:

- **Identifiers**, such as your name, address, telephone number, and e-mail address.
- **Audio, electronic, visual or similar information**, which may include photos, videos, call recordings, or similar content.
- **Internet, technical or other similar network activity**, which can include your IP address, browser type, domain names, access times and referring website addresses, the time spent on our Sites; unique device identifiers and other diagnostic data.
- **Location information**, such as your general location via your IP address.
- **Content of communications**, which may include the content of your phone calls, texts, or emails when you contact us, including your preferences in receiving communications from us.
- **Professional or employment data**, including any business or organization you are associated with, and your title and contact information. If you apply for a position with us, we may also collect your education information or other information about you from your professional references.
- **Other personal information**, including any personal information you may provide to us or that we may collect or process during our normal business activities.

## **Personal Information from Children**

The Sites are not intended for use by children (defined as individuals under the age of 13) and we do not knowingly collect information from children. If we discover or are notified by a parent or guardian that we have received information from a child, we will promptly delete it.

## **Cookies and Similar Technologies**

We use cookies (a small text file placed on your computer to identify your computer and web browser), Software Development Kits (“SDKs”), web beacons, pixels, or other online tracking technologies (collectively, “cookies”) when you visit or interact with our Sites to analyze use of and improve the Sites, and as described in this Privacy Policy. We do not use cookies to collect personal information.

How long these cookies stay on your device depends on what they need to do. For example, some cookies only work while you are visiting our Sites and get deleted when you are done (session cookies). Others may stay on your device unless you choose to delete them (persistent cookies). Cookies may be placed by us (first party cookies) or by other businesses (third party cookies) when you visit our Sites or other online properties.

We may use the following cookies:

- **Strictly necessary cookies:** These are cookies that are required for the operation of our Sites. They include, for example, cookies that enable you to log into secure areas of our Sites or areas requiring your acknowledgment or consent to proceed.
- **Performance/Analytics cookies:** These cookies from third-party service providers allow us to recognize and count the number of visitors and to see how visitors move around our Sites when they are using it. This helps us improve the way our Sites work, for example, by ensuring that users find desired content.
- **Functional cookies:** These are used to recognize you when you return to our Sites. This enables us to personalize our content for you or remember your preferences (for example, your choice of language or region).
- **Targeting/Advertising cookies:** These cookies record your visit to our Sites, the pages you have visited and the links you have followed. We may use this information to make our Sites more relevant to your interests or share this information with third parties for this purpose.

### ***Your Cookie Choices***

- **Google Analytics:** We use Google Analytics, a service provided by Google, Inc. (“Google”) to help us understand how users interact with the Sites and to enhance your experience when you use the Sites. For more information on Google’s privacy practices, please go to <https://policies.google.com/technologies/partner-sites> and to opt out of data recording and analysis by Google Analytics on the Sites, please visit <https://tools.google.com/dlpage/gaoptout>.
- **Social Media Pixels:** We may also use social media pixels to measure your use of our Sites, tailor our Sites to your interests, and improve our Sites. Please note that Facebook can connect personal information collected via the Meta Pixel that may be deployed on the Sites with your Facebook account and use it for its own advertising purposes, in accordance with Meta’s Privacy Policy, which can be found at [Facebook.com/about/privacy/](https://www.facebook.com/about/privacy/).

- **Browser Signals:** Your browser may offer you a “Do Not Track” option, which allows you to signal to operators of websites, web applications, and services that you do not wish such operators to track your online activities over time and across different websites. Our Sites do not support “Do Not Track” browser settings and we do not currently participate in any “Do Not Track” frameworks that would allow us to respond to signals or other mechanisms from you regarding the collection of your personal information.
- **Browser Settings:** Most browsers have an option for turning off the cookie feature, which will prevent your browser from accepting new cookies, as well as (depending on the sophistication of your browser software) allowing you to decide on acceptance of each new cookie in a variety of ways. Check your browser’s HELP menu to learn the correct way to change or update your cookies. Please see your mobile phone’s manual or other instructions for information on how to do this on your phone’s browser.

Please note that some website features or services may not function properly without cookies. Some of our Service Providers (defined below) may use their own cookies, anonymous identifiers, or other tracking technology in connection with the services they perform on our behalf. This Privacy Policy covers our use of cookies only and does not cover the use of cookies by third parties on third party services or websites.

## **How We Use Personal Information**

We may use your personal information as set forth below.

- Alliance Healthcare Foundation collects and uses your personal information for internal purposes, such as to provide you with the Sites, improve the Sites, and to communicate with you about Alliance Healthcare Foundation.
- We never sell personal information to third parties, including for their direct marketing purposes, without your consent, except as explained in this Privacy Policy.
- We may use your personal information for marketing or advertising purposes.
- We may share aggregated, non-personally identifiable information and Usage Data with select third party recipients for purposes of analyzing and improving our programs or outreach. However, in such cases, such information is aggregated with the aggregated information and/or personal information of others and does not directly identify you individually.
- Where we need to comply with a legal or regulatory obligation.

- To monitor and protect our Sites and employees, as well as to stop any activities that may be fraudulent or illegal, for debugging purposes, and to protect the data we have collected.
- As necessary in the context of a possible sale, merger, acquisition, business reorganization or group restructuring exercise.

## Disclosure of Your Personal Information

We may disclose your personal information to the following parties:

- **Our Personnel:** Personal information about visitors to or users of the Sites may be accessible to members of our technical support, marketing, and development teams, who have a need to access or use such information to perform their duties and responsibilities. Other departments within our organization may have access to certain information about you on a need to know basis, such as the legal department, the finance department, and internal auditing.
- **Service Providers:** From time to time, Alliance Healthcare Foundation may establish a business relationship with other businesses whom we believe are trustworthy and who have confirmed that their privacy practices are consistent with ours (“Service Providers”). For example, we may contract with Service Providers to provide certain services, such as hosting and maintenance, data storage and management, and marketing and promotions.
- **Other Businesses Pursuant to a Change in Control or Sale:** In some cases, we may choose to undergo a corporate reorganization.
- **Third Parties for Security Purposes or Legal Obligations:** We also reserve the right to access, read, preserve, and disclose any personal information as we reasonably believe is necessary to (i) satisfy any applicable law, regulation, legal process or governmental request; (ii) enforce this Privacy Policy, including investigation of potential violations thereof; (iii) detect, prevent, or otherwise address fraud, security, or technical issues; (iv) respond to user support requests; or (v) protect our rights, property, safety, or our users and the public. This includes exchanging personal information with other companies and organizations for fraud protection and spam/malware prevention.

## Data Retention

We retain personal information about you for as long as necessary to provide you with the Sites. In some cases we retain personal information for longer, if doing so is necessary to comply with our legal obligations, resolve disputes, or is otherwise permitted or required by

applicable law, rule, or regulation. Afterwards, we may retain some information in deidentified or aggregated form as permitted under applicable law.

## **Public Posting Areas**

Please remember that if you choose to provide personal information using certain public features of the Sites or our social media pages, then that information is governed by the privacy settings of those particular features and may be publicly available. Individuals accessing such information may use or disclose it to other individuals or entities without our control and without your knowledge, and search engines may index that information. We therefore urge you to think carefully about including any specific information you may deem private that you submit through the Sites.

## **Disclaimer Regarding Video Content**

The Sites may contain video content, audiovisual content, or content of a like nature (collectively, “Video Content”). In connection with our provision of Video Content, the Sites may utilize the types of cookies discussed above in the section “Cookies and Similar Technologies”, which may result in information about your activity on the Sites being transmitted from your browser to us and third parties, which, in turn, may result in the display of targeted advertisements on third-party websites and platforms, including advertisements for Alliance Healthcare Foundation content. Whether the use of cookies on the Sites results in your browser’s transmission of information to third parties depends on a number of factors that may be outside of our knowledge or control, including what third-party websites you use, what information you have provided to such third parties, and whether (and the extent to which) you have limited the use of cookies by the operators of those third-party websites, platforms, and services. For more information about these cookies, please see the section “Cookies and Similar Technologies” above.

## **Security**

We maintain reasonable physical, electronic, and procedural safeguards to protect the confidentiality and security of information transmitted to us. The Sites and server have standard security protocols in place to prevent hacking attempts. However, no data transmission over the Internet or other network can be guaranteed to be 100% secure. As a result, while we strive to protect information transmitted on or through the Sites, we cannot and do not guarantee the security of any information you transmit on or through the Sites, and you do so at your own risk. Alliance Healthcare Foundation cannot be held liable in the event of an attack on the server. Please note that e-mails and other communications you

send to us through our Sites are not encrypted, and we strongly advise you not to communicate any confidential information through these means.

## **International Data Transfers**

In order to provide our Sites, the personal information that we collect from you may be transferred to, stored, used, and processed by us or one of our service providers, which may be based in the United States or outside of the United States. If you are visiting from the European Economic Area or other regions with laws governing personal information collection and use that may differ from United States law, please note that the laws of the United States may not provide the same level of protection of personal information as your home country, particularly if you are resident in the European Economic Area. If you do not want your personal information transferred to the United States, please do not share your personal information with us.

## **Third-Party Sites**

Our Sites contains links to other websites. Including these links does not imply an endorsement by Alliance Healthcare Foundation or affiliation with Alliance Healthcare Foundation, nor is Alliance Healthcare Foundation responsible for these websites or any of their content. We are not responsible for the privacy practices of or the content on any other websites. We encourage you to review the privacy policy and any other online policies of other websites that you visit, and/or use. You access such third-party websites or content at your own risk.

## **Choices regarding Your Personal Information**

Below, we have provided options you may have regarding your personal information.

**Email Unsubscribe:** If you do not wish to receive marketing, advertising, or promotional emails from us, please contact us or select the “unsubscribe” link within the email. Please note that transactional or relationship emails, such as those that provide information about your use of the Sites or containing commercial transaction information, are not subject to opt-out except where required for compliance with applicable law.

**Cookie Settings:** Please see the section above called, “Cookies and Similar Online Technologies” for information about how to control cookies.

**California’s “Shine the Light” Law:** This law allows California residents to obtain a list of third parties to whom a business has disclosed personal information if it shares such information with third parties for their direct marketing purposes.

**Nevada Residents:** Residents of Nevada have the right to opt out of the sale of certain personal information to third parties. We currently do not sell your personal information as defined by Nevada law.

## **Changes to Our Privacy Policy**

We may change or update this Privacy Policy and encourage you to visit this page periodically. We will not reduce your rights under this Privacy Policy without your consent in accordance with applicable law. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of privacy policy changes).

## **Inquiries**

If you have any questions about this Privacy Policy, please [contact us here](#) or (858) 678-0974. You may also contact us via mail at: Alliance Healthcare Foundation, 5060 Shoreham Place, Suite 350, San Diego, CA 92122.