



## **NOTICE OF PRIVACY PRACTICES FOR PERSONAL INFORMATION**

Heart of Hope Asian American Hospice Care (“HHAHC”, “we”, or “us”) is a non-profit, community-based hospice organization dedicated to providing the highest quality of comprehensive care with physical, social, psychological, and spiritual support to terminally ill patients and to their family caregivers. Whether you are utilizing our support services, making monetary contributions, supporting our cause in any capacity, or simply visiting our website, HHAHC is committed to upholding the transparency, accountability, and choice regarding the collection of personal information both online and offline.

This Notice of Privacy Practices for Personal Information (“Privacy Policy”) addresses the collection, use, and disclosure of information that you may provide or we otherwise collect from you when you utilize our support services, donate money to us, support our mission in any capacity, or when you visit our website ([www.HeartofHopeHospice.org](http://www.HeartofHopeHospice.org)). This Privacy Policy applies to personal information that HHAHC collects, including information that you provide to us offline. Please review it carefully.

For information regarding the collection, use, storage, and access to personal medical information, please review our [HIPAA Privacy Notice](#).

This Privacy Policy is also incorporated into, and is a part of, the [Terms of Use](#) for our website.

### **ACCEPTANCE OF HHAHC’S PRIVACY POLICY**

By voluntarily providing your personal information to us or by using our website, you consent to the collection and use of information as set forth in this Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not provide us with your personal information and do not visit or use our website.

### **COLLECTION AND USE OF PERSONAL INFORMATION**

HHAHC provides unique services for those in need of physical, social, psychological, and spiritual support for seriously ill patients and their family caregivers. These services include a toll-free telephone hotline, a telephone conference for health-related education, and a support group for those suffering from breast or gynecologic cancers.

If you utilize these services, we ask you for personal contact information, such as your name, mailing address, phone number, and e-mail address. We may use this information to remind you of upcoming meetings and other services that may interest you or your family caregivers.

Likewise, if you make a donation or volunteer with us, we ask you for personal information, such as your name, mailing address, phone number, and e-mail address. We may use this information to provide you with a receipt; to contact you to clarify or obtain additional information about a donation you made; or to send you additional information about us.

If you make a donation, we may contact you on occasion to offer you an opportunity to make another gift. You may also receive a personal call from a member of our staff or volunteer thanking you for your donation or otherwise following up with you. We do not, however, use professional telemarketers or other outside vendors to solicit funds or otherwise communicate with our donors.

HHAHC will not (i) sell your personal information (ii) share your personal information other than in connection with our activities and services and the services or interactions that you request nor (iii) send donor mailings on behalf of other organizations. Your personal information, however, may be shared with certain reputable vendors that assist HHAHC with various services, such as sending you postal mail or processing your donation(s).

#### **PERSONAL BILLING INFORMATION WE COLLECT AND WHAT WE DO WITH IT**

In addition to personal contact information, we ask for your billing information when you make a donation, such as your billing address and credit card number. Financial transactions on our website, specifically donations, are managed through our payment processor, PayPal. Your credit card information is not retained by HHAHC or PayPal unless you have requested to provide us with recurring donations or have authorized PayPal to retain that information.

#### **HOW WE PROTECT INFORMATION COLLECTED ABOUT YOU**

HHAHC is committed to protecting your privacy. HHAHC has in place commercially reasonable security measures intended to protect your personal information, but the storage and communication of information can never be completely secure. As a result, HHAHC does not guarantee that information that you transmit or otherwise supply to us is or will be completely secure. If you become aware of any breach of the website security, this Privacy Policy, the [Terms of Use](#), or our [HIPAA Privacy Policy](#), please [click here](#) to notify us immediately.

#### **THIRD PARTY WEBSITES**

Our website may contain links to other websites that are not operated by us. If you click on a third party link, you will be directed to that third party's website. HHAHC has no control over, and assumes no responsibility for, the content, privacy policies, or practices of any third party. We strongly advise you to review the privacy policies of every website that you visit.

#### **AMENDMENTS TO THIS NOTICE**

HHAHC reserves the right to change our privacy practices and to use a new Privacy Policy for personal information we maintain about you, and such modifications shall be effective immediately upon posting such changes. You are, therefore, responsible for regularly reviewing this Privacy Policy posted on HHAHC's website. Your continued access of this website shall be deemed your conclusive acceptance of the modified agreement.

## **VISITORS FROM OUTSIDE THE UNITED STATES**

HHAHC and the server that makes this website available are located in the United States. The laws of the State of California and the United States govern all matters relating to this website, as further provided in the [Terms of Use](#). Any information you provide will be automatically collected in and transferred to the United States. By visiting this website and submitting information you authorize and consent to this transfer.

## **NORMAL BROWSING**

You can browse our website without telling us who you are or revealing any information about yourself; however, HHAHC and its website may collect IP addresses, device and operating system/software information, domain names, and similar items regarding users of this website to measure the number of visits, device and browser used, visitor locations, pages visited, average time spent on this website, and similar items. HHAHC does not collect any other personally identifying information from you when you visit our website unless you choose to provide such information to us.

## **COOKIES, LOG FILES, AND TRACKING**

Like many organizations, we use cookies and log files in connection with our website. Cookies are small text files that websites often store on the visitor's computer hard drives. A cookie contains a unique code, which is used to recognize your computer when you return to a website that was previously visited. Similarly, log files are small text files that websites automatically create when a user visits a website. We use cookies and log files to enhance the online experience of our visitors and to better understand how our website is used. Cookies and log files may tell us, for example, whether you have visited our website before or whether you are a new visitor. If you prefer, you can usually set your browser to refuse cookies or to notify you when you receive a new cookie.

## **COPPA COMPLIANCE**

In compliance with the Children's Online Privacy Protection Act, 15 U.S.C. §§ 6501-06 and 16 C.F.R. §§ 312.1-312.12, HHAHC does not knowingly collect information from children. By using this website, you represent that you are not less than 13 years of age.

## **CONTACTING HHAHC ABOUT YOUR PERSONAL INFORMATION**

If you would like to review the personal information that HHAHC has collected about you in order to verify its accuracy and completeness, request changes, have a question or complaint regarding our privacy practices, or do not wish to receive e-mail or postal mail from us, please direct your correspondence to:

1922 The Alameda, Suite 215  
San Jose, CA 95126  
(408) 986-8584  
[Privacy@heartofhopehospice.org](mailto:Privacy@heartofhopehospice.org)

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