



Maimonides Health — Website & App Privacy Policy

Effective date: October 24, 2025

Applies to: Public websites, mobile apps, and digital services operated by Maimonides Health.

1) Overview

This policy explains what we collect online, how we use and share it, your choices, and how to contact us. It covers our public websites and mobile applications. It does not describe how we use and disclose protected health information (PHI) for care delivery. For that, see the Maimonides Health Notice of Privacy Practices (HIPAA).

2) Information We Collect (examples):

- Contact details (name, email, phone).
- From submissions, appointment requests, referrals, event registrations, donations.
- Portal account details and messages you send to us.
- Survey responses and feedback.

Collected automatically (examples):

- Device/browser details, pages viewed, referring pages, session identifiers.
- Approximate location from your IP address.
- Cookies, pixels, and similar technologies for site performance, security, analytics, and (if enabled) advertising measurement.

From third parties (examples):

- Aggregated analytics/metrics from advertising or social media platforms when you engage with our content there.

Note: Certain website interactions related to your care may involve PHI. When data relates to your care, we manage it under HIPAA and our Notice of Privacy Practices.

3) How We Use Information

- Operate, secure, and improve our websites and apps.
- Fulfill requests (e.g., event registration, donations).

- Communicate about requests and services; send newsletters or event information if permitted (you can opt out).
- Analyze site performance and content effectiveness; measure/optimize outreach.

4) Cookies & Online Tracking

We use:

- Essential cookies (security, fraud prevention, session continuity).
- Analytics cookies (to understand usage and improve design/content).
- Advertising/measurement cookies (only if enabled and permitted).

You can manage cookies in your browser and, where offered, via our site's consent tools. Some features may not work without certain cookies.

HIPAA note: If tracking involves PHI, we will rely on a HIPAA-permitted use/disclosure, ensure a Business Associate Agreement is in place with the vendor, or obtain a valid HIPAA authorization before disclosure.

5) How We Share Information

We may share with:

- Service providers/Business Associates (hosting, analytics, communications, security) under contracts requiring privacy and security protections.
- Affiliates/partners for operational purposes consistent with this policy.
- Law enforcement/regulators when required by law or necessary to protect safety, security, rights, or property.

We do not sell your personal information. If we engage in targeted outreach, we do so in accordance with applicable law and our HIPAA policies.

6) Children's Privacy

Our public websites and general services are not intended for children under eighteen (18). We do not knowingly collect personal information from children online without appropriate consent.

7) Security

We use administrative, technical, and physical safeguards designed to protect information (e.g., encryption in transit, access controls, logging). No method is 100% secure, but we review and enhance controls regularly.

8) Your Choices

- Email/SMS: opt out via message links or by contacting us.
- Cookies/Analytics: Use browser settings and any consent tools provided on our sites.
- Patient records (PHI): See the Maimonides Health Notice of Privacy Practices for HIPAA rights (access, amendment, accounting, restrictions, confidential communications, complaints).

9) Third-Party Links & Services

Our sites may link to third-party pages or embed third-party tools. Their privacy practices are not controlled by us; review their notices before use.

10) Data Retention

We retain information as needed for the purposes described here, to meet legal/regulatory obligations, and to resolve disputes. PHI is retained per HIPAA and our health-records retention schedules.

11) Changes to This Policy

We may update this policy to reflect new practices, technologies, or legal requirements. We will post a “Last updated” date and, when material changes occur, provide additional notice where appropriate.

12) How to Contact Maimonides Health Office of Corporate Compliance

Email:

Compliance@maimo.org

Phone:

718-283-6608

Mailing address:

5402 Fort Hamilton Parkway

7th Floor

Brooklyn NY, 11219

HIPAA concerns: You may also contact the U.S. Department of Health & Human Services, Office for Civil Rights.