

Effective Date: [January 25, 2021]

Villanova University M. Louise Fitzpatrick College of Nursing (“**Villanova Nursing**,” “we,” “**us**” or “**our**”) recognizes the importance of protecting the privacy of our online visitors. The following privacy policy (“**Privacy Policy**”) is the way we handle information learned about you from your visits to our website available at
<https://www1.villanova.edu/university/nursing/macche.html> (the “**Site**”).

PLEASE REVIEW THIS PRIVACY POLICY CAREFULLY. When you submit information to or through the Site, you consent to the collection and processing of your information as described in this Privacy Policy. By using the Site, you accept the terms of this Privacy Policy and our Terms of Use, confirm that you are not located outside Delaware, Maryland, Pennsylvania, Virginia, Washington DC and West Virginia, and consent to our collection, use, disclosure and retention of your information as described in this Privacy Policy. We currently only accept business and Site visitors within Delaware, Maryland, Pennsylvania, Virginia, Washington DC and West Virginia.

Service; Health Disclaimer

The Site serves as a resource for healthcare providers and the public related to environmental hazards for children and women through the national Pediatric Environmental Health Specialty Units (“**PEHSU**”). While Villanova Nursing supports the Mid-Atlantic Center for Children’s Health and the Environment (“**MACCHE**”), one of the Region 3 PEHSU^s, serving Delaware, Maryland, Pennsylvania, Virginia, Washington DC and West Virginia, Villanova Nursing is not responsible for the national PEHSU’s information collection, use, disclosure and retention practices and these practices are not governed by this Privacy Policy. The Site provides information, referral, education and outreach services to health professionals and the public, and contains resources such as fact sheets and webinars. The Site also enables the public, clinicians, policy makers and health professionals to ask general questions about the impacts of environmental factors on the health of children and reproductive-age adults to specialists.

THE SITE SHOULD BE USED FOR INFORMATIONAL PURPOSES ONLY. THE SITE DOES NOT PROVIDE ANY MEDICAL ADVICE, DIAGNOSIS OR OTHER RECOMMENDATION FOR TREATMENT OF ANY CONDITION AND IS NOT A SUBSTITUTE FOR THE PROFESSIONAL JUDGMENT OF A HEALTH CARE PROFESSIONAL IN THE DIAGNOSIS AND TREATMENT OF ANY PERSON. THE DETERMINATION OF THE NEED FOR MEDICAL SERVICES AND THE TYPES OF HEALTHCARE TO BE PROVIDED ARE DECISIONS THAT SHOULD BE MADE ONLY BY A PHYSICIAN OR OTHER LICENSED HEALTH CARE PROVIDER. ALWAYS SEEK THE ADVICE OF A PHYSICIAN OR OTHER QUALIFIED HEALTH CARE PROVIDER WITH ANY QUESTIONS YOU HAVE REGARDING ANY ACTUAL OR POTENTIAL MEDICAL CONDITION OR SYMPTOMS YOU ARE EXPERIENCING.

IF YOU BELIEVE YOU MAY BE EXPERIENCING A MEDICAL EMERGENCY PLEASE CALL YOUR PHYSICIAN OR DIAL 911 IMMEDIATELY. THE SITE SHOULD NOT BE

USED TO REPORT AN EMERGENCY OR SUBSTITUTE FOR EMERGENCY CARE. DO NOT DELAY IN SEEKING QUALIFIED MEDICAL HELP.

IF YOU NEED TO MONITOR AN INCIDENT OF POISONING OR HAVE A QUESTION ABOUT A POTENTIAL SOURCE OF POISONING, PLEASE CALL THE AMERICAN ASSOCIATION OF POISON CONTROL CENTERS AT 1-800-222-1222.

Personal Information

This Site collects personally identifiable information from you, which may include your name, e-mail address, phone number, location, exposure of concern, age, gender and any other information you may provide to us when you ask us an environmental health question or contact us. This information is collected and stored electronically when you ask us an environmental health question through the Site, join our mailing list or contact us. We may also collect your information from third parties when you request to receive e-mails from us after attending an educational event or leaving a message on a voicemail.

Information Collected Automatically

In addition, information about your computer hardware and software is automatically collected when you use the Site. This information may include: your IP address, browser type, domain names, access times, referring website addresses and other technical information such as protocol status and substatus, bytes sent and received, and server information. We may also collect information about how you interact with the Site. This information is used by us for our business purposes, including for the operation and improvement of the Site, for technical troubleshooting, to maintain quality of the Site and to provide general statistics regarding use of the Site.

Cookies and Other Information Collection Tools

What are cookies? A cookie is a small file containing a string of characters that is sent to your computer when you visit a website or use an online service. When you visit the website or use the service again, the cookie allows that website or online service to recognize your browser or device. Cookies may store unique identifiers, user preferences and other information.

Duration of Cookies. We may use “session cookies.” Session cookies are temporary and expire once you close your browser or once your session ends.

Why do we use them? Cookies help us improve the Site by providing us with information about which parts of the Site are most popular, enabling us to analyze technical and navigational information about the Site, and helping us to detect and prevent fraud. We also use cookies and other data collection tools to help improve your experience with the Site. For example, we use Google Analytics and Siteimprove to help analyze how users use the Site. These tools use cookies to collect standard Internet log information and visitor behavior information in an anonymous form. The information generated by the cookie about your use of the Site (including IP address) is transmitted to our data collection tool service providers. This information is then used by us to evaluate visitors’ use of the Site and to compile statistical reports on website activity for Villanova Nursing. If you would like to opt-out from the use of your information by Google analytics, you may use [Google’s analytics opt-out browser add-on](#) designed for this purpose.

How do I control cookies? Web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to manage and delete cookies, visit www.allaboutcookies.org. Some web browsers provide settings that allow a user to reject cookies or to alert a user when a cookie is placed on the user's computer, tablet or mobile device. Most mobile devices also offer settings to reject mobile device identifiers. Although users are not required to accept cookies or mobile device identifiers, blocking or rejecting them may prevent access to some features available through the Site.

How Information is Used

We may use the information we collect for any of the following purposes:

- to provide the Site to you and to improve the Site;
- to give each user a more consistent and personalized experience when interacting with us;
- for security, to detect fraud or illegal activities, and for archival and backup purposes in connection with the provision of the Site;
- for research and analysis purposes;
- to answer your questions relating to reproductive and children's environmental health;
- to provide you with information about services that we may provide that we think may be of interest to you;
- to provide education, outreach and referral services relating to environmental hazards for children and women;
- to send you e-mails containing information and resources on the impacts of environmental factors on the health of children and reproductive-age adults; and
- to communicate with you.

Sharing of Information

- **With Third Party Service Providers Performing Services on Our Behalf.** We may share your personal information with our service providers to perform the functions for which we engage them. For example, we may use third parties to host the Site or assist us in providing functionality on the Site, remove individuals who have opted out of receiving e-mails from us from our mailing list and provide data analysis and research on the Site.
- **With MACCHE.** We may share your personal information with PEHSU to better respond to your questions relating to environmentally-related health effects in children and reproductive-age adults and provide general guidance on preventing or reducing harmful environmental exposures.
- **For Legal Purposes.** We also may share information that we collect from users as needed to enforce our rights, protect our property or protect the rights, property or safety of others, or as needed to support external auditing, compliance and corporate governance functions. We will disclose personal information as we deem necessary to respond to a subpoena, regulation, binding order of a data protection agency, legal process, governmental request or other legal or regulatory process. We may also share personal information as required to pursue available remedies or limit damages we may sustain.
- **Changes of Control.** We may transfer information, including your personal information, in connection with a change of ownership or control by or of us or any affiliated entity (in each case whether in whole or in part).

Villanova Nursing does not share your personal information with third parties for those third parties' direct marketing purposes.

We may share de-identified and anonymized information (information that will not identify you) with our sponsors for research and analysis purposes.

Links to External Websites

Our Site may contain links to third party websites, including but not limited to PEHSU's website located at <https://www.pehsu.net/>. Any access to and use of such third party websites is not governed by this Privacy Policy, but is instead governed by the privacy policies of those third party websites, and we are not responsible for the information practices of such third party websites.

Security Used & Retention of Personal Information

Our Site uses reasonable security measures designed to prevent unauthorized intrusion to the Site and the alteration, acquisition or misuse of personal information, however, we will not be responsible for loss, corruption or unauthorized acquisition or misuse of personal information that you provide through the Site that is stored by us, or for any damages resulting from such loss, corruption or unauthorized acquisition or misuse.

Do Not Track

Our Site does not currently take any action when it receives a Do Not Track request. Do Not Track is a privacy preference that you can set in your web browser to indicate that you do not want certain information about your webpage visits collected across websites when you have not interacted with that service on the page. For details, including how to turn on Do Not Track, visit www.donottrack.us.

Children

We do not knowingly collect or maintain personal information from any person under the age of thirteen. No parts of our Site are directed to or designed to attract anyone under the age of thirteen. However, please note that we may collect the personal information of children from the child's parent or guardian, which we will collect, use, disclose, retain and safeguard in accordance with this Privacy Policy.

Questions / Contact Us

If you have any questions regarding this Privacy Policy, please contact us at websiteprivacy@villanova.edu.

Notification of Changes

Any changes to our Privacy Policy will be posted to this page so users are always aware of the information we collect and how we use it. Accordingly, please refer back to this Privacy Policy frequently as it may change.