

WEBSITE PRIVACY POLICY

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Pacifica Hospital of the Valley respects your privacy. This Privacy Policy explains **what information we collect through our websites, how we use it, how we protect it, and what rights you may have.**

CALIFORNIA NOTICE AT COLLECTION

Pacifica Hospital of the Valley collects the personal information identified in Sections 2 and 3 for the purposes identified in Section 6 and retains it for the period described in Section 8. We do not sell your personal information or disclose it for cross-context behavioral advertising (“sharing”).

I. WHAT THIS PRIVACY POLICY COVERS

This Privacy Policy applies when you visit or use the pacifica hospital website and online features, including website forms. It also describes how we use analytics and similar technologies in connection with our websites. It applies to people who:

- Use our websites for **personal or consumer purposes.**
- **Live in the U.S. States with privacy laws that apply to us**

When we say, “**personal information,**” we mean information that can reasonably be linked to you or your household under U.S. state privacy laws.

What This Policy Does Not Cover

This Policy does **not** apply to:

- **Protected Health Information (PHI)**, which is covered by HIPAA and our **Notice of Privacy Practices**
- Information collected as part of **medical care or treatment.**
- Information about **job applicants, employees, contractors, or medical staff**
 - California residents should refer to our **Notice at Collection and Privacy Policy for California applicants and Employees.**
- De-identified or aggregated data that cannot reasonably identify an individual or publicly available information.
- Consumer Health Data under for residents of the State of California is covered under the [California Consumer Privacy Act / CPRA](#) and the **California Medical Information Act (CMIA)**

2. Information We Collect Through Our Website

We collect limited information when you use our websites or otherwise interact with us.

A. INFORMATION YOU CHOOSE TO PROVIDE

Depending on how you interact with us, such as if you fill out a form on our website or contact us, we may collect the information you provide, such as:

- Name
- Email address
- Phone number
- Message or inquiry details.

We use this information **only to respond to you**.

Please do **not** submit sensitive information through our websites or when you contact us.

We do not intentionally collect:

- Social Security numbers
- Financial account information
- Biometric data
- Precise location data

B. INFORMATION COLLECTED AUTOMATICALLY

When you visit our websites, we may automatically collect certain information about your interaction. We (and our service providers) may use various tracking technologies (e.g., cookies, pixel tags (or web beacons), etc.) to collect information automatically, as detailed in **Cookies and Similar Technologies** below. This information may include:

WEBSITE ACTIVITY

- Pages viewed
- Links clicked
- Date and time of visits.
- Referring to website or links
- Interactions with website features, forms, embedded content, or videos
- Information about how visitors navigate and use our websites.

DEVICE AND TECHNICAL DATA

- Browser type
- Operating system
- Device type (desktop, tablet, mobile)
- Screen resolution
- Internet protocol (IP) address
- Session identifiers and similar technical identifiers
- General browser and device configuration information

GENERAL LOCATION

- Approximate location information, such as city, state, or region, based on IP address (IP addresses are processed in a pseudonymized or anonymized manner where supported.)
- If you choose to enable location services through your browser or device, Google may collect precise geo-location information to provide mapping, directions, and location-based functionality. We do not receive or store your precise location information unless specifically disclosed at the point of collection. Please review Google's privacy documentation to understand how Google collects and uses location information.

3. COOKIES AND SIMILAR TECHNOLOGIES

We use cookies and similar tools (collectively, "Cookies") to:

- Make the website work properly.
- Support website features and embedded content.
- Understand how visitors interact with our websites.
- Monitor website performance and improve content, accessibility, and functionality over time.
- Measure the effectiveness of our communications and marketing efforts.

COOKIES WE MAY COLLECT:

- **Strictly Necessary Cookies** are required for the website to function and cannot be turned off. They are typically set in response to actions you take, such as setting your privacy preferences, logging in, or completing forms. You can set your browser to block or alert you about these cookies, but some parts of the website may not work properly. These cookies do not store any personal identifiable information.
- **Functional Cookies** enable the website to provide enhanced functionality and personalization. They may be set by us or by third-party services we use. If you do not allow these cookies, some parts of the website may not function properly.
- **Website Performance Cookies** help us understand how our website is used, monitor performance, and identify opportunities to improve the website over time. They provide information about things like page visits, traffic sources, and how visitors move through the site. All information is aggregated and does not directly identify you. If you do not allow these cookies, our ability to understand site usage and monitor performance may be limited.

- **Marketing Analytics Cookies** are used to measure the effectiveness of our marketing efforts. They help us understand how visitors interact with our website after engaging with our communications or campaigns. We do not use these cookies for cross-site tracking or retargeting. These cookies do not store information that directly identifies you.
- **Targeting Cookies** are set by third-party services to support advertising, personalization, and measurements related to embedded content, such as videos. They may track how you interact with this content and can be used by the third party to build a profile of your interests or deliver more relevant advertising on their own platforms. These cookies do not store information that directly identifies you, but they may enable the third party to recognize your device across other websites. If you do not allow these cookies, certain embedded content may not function as intended.

You can control Cookies as described in **Section 7: Your Cookie & Tracking Choices**.

4. HOW WE COLLECT WEBSITE INFORMATION

We collect website information using the following technologies and platforms, including:

- **Tag management and analytics tools** to understand site usage and performance using Google Analytics, a web analytics service provided by Google LLC, on some of our Sites to help us analyze the traffic and user activity on our Site. This information includes personal information disclosed in this Privacy Policy and can be combined with other data related to you collected through Google's advertising platform or other third-party technology. For more information on how Google Analytics uses data, see [Google's Privacy and Terms](#). To opt out of Google Analytics cookies, visit Google's [My Ad Center](#) and/or download the [Google Analytics Opt-Out Browser Add-On](#).
- **Website quality and accessibility tools** to improve usability, accessibility, and content effectiveness.
- **Third-party conversion tracking** tools are used to measure campaign effectiveness. These tools collect limited, non-personal technical data – such as advertising click identifiers, session identifiers, browser type, and the website's root domain – to attribute conversions (such as form submissions or call-to-action clicks) to marketing campaigns. These tools do not collect, store, or process information that identifies individual users.

- **Some of features of our Services** (such as social media widgets that allow you to share content) may use cookies or other methods to gather information regarding your use of the Services and may combine the information in these cookies with any personal information about you that they may have. The use of such information by a third party depends on the privacy policy of that third party.
- **Website forms**, through which you may voluntarily submit contact information or inquiry details. Information submitted through forms is used only to respond to your request and is not combined with website analytics data for individual profiling.
- **Server and application logs** are generated by our Adobe Experience Manager (AEM) content management system, which may record technical request data such as IP addresses, timestamps, and requested URLs for security, troubleshooting, and operational purposes.

We may also:

- Measure campaign effectiveness using limited technical identifiers (such as click IDs).
- Display embedded content (such as videos hosted by third parties like YouTube).

These tools collect technical and usage data to help us understand website activity and measure performance. We do not use this information to directly identify visitors or make decisions about individuals. Third-party tools are governed by their own privacy policies.

5. HOW WE USE INFORMATION

We use website information to:

- Operate and secure our websites.
- Understand how visitors use our sites.
- Improve website content, navigation, and accessibility.
- Respond to form submissions and inquiries.
- Measure website and communication performance.

We do **not**:

- Use website data to make medical decisions.
- Use website data to determine eligibility for care.
- Use website data for profiling that produces legal or similar effects.

6. HOW WE SHARE INFORMATION

We may share information:

- **With service providers** who help us run the website (such as hosting, analytics, and form processing). We require such service providers to use the information only to provide services to us, and to protect it.
- **For legal or safety reasons**, such as complying with the law, investigations and addressing fraud or security issues, or protecting rights and security. For example, we may disclose information to law enforcement, judicial courts, regulators, or other government agents purporting to have jurisdiction over the group or opposing counsel and parties to litigation.
- **With our affiliates or in the event of a merger, sale, divestiture or change of control**, for administrative purposes consistent with this Policy.

We **do not sell** your personal information.

We **do not knowingly share or use** personal information for **targeted or cross-context behavioral advertising** as such terms are defined under U.S. state consumer privacy laws.

7. YOUR COOKIE & TRACKING CHOICES

A. Cookie Preferences Tool

If available, you can manage nonessential cookies using the “Cookie Preferences” link at the bottom of our websites.

B. BROWSER CONTROLS

Most browsers allow you to block or delete cookies. Some website features may not work if cookies are blocked.

C. DO NOT TRACK

Our website does not respond to “Do Not Track” signals because there is no consistent industry standard.

D. GLOBAL PRIVACY CONTROL (GPC)

If your browser sends a legally recognized opt-out signal (such as Global Privacy Control), we will honor it where required by law.

E. COMMUNICATIONS OPT-OUT

We may send certain messages, including electronic newsletters, notification of account statuses, and marketing communications on a periodic basis. If you wish to be removed from such messages, you may request to discontinue future ones. Unless restricted by law, all such material will have information as to how to opt-out of receiving it.

8.DATA SECURITY AND RETENTION

A. Security

We use reasonable administrative, technical, and physical safeguards to protect personal information. No system is completely secure, and we cannot guarantee absolute security.

B. RETENTION

We keep website information only as long as needed for the purposes described in this Policy, unless a longer period is required or allowed by law.

9.PRIVACY RIGHTS FOR CERTAIN U.S. RESIDENTS

Residents of certain U.S. states may have rights to:

- Know whether we collect personal information.
- Request access to their personal information.
- Request to correct inaccurate information.
- Request deletion of certain information (subject to certain exceptions and limitations as allowed under applicable law).
- Receive information in a portable format.
- opt out of certain processing, including use of information for targeted advertising and profiling (where applicable).
- Not be discriminated against for exercising privacy rights.
- Appeal a denied request. Please see Section 10 below to appeal a denial.
- Limit the use and disclosure of sensitive personal information (where applicable).

As stated above, we do not sell personal information or knowingly use it for targeted advertising or qualifying profiling.

We will not discriminate against you because you have chosen to exercise any of your privacy rights provided under certain U.S. state consumer privacy laws.

U.S. state consumer privacy laws do not restrict our ability to do certain things like comply with other laws or comply with regulatory investigations. We also reserve the right to retain, and not to delete, certain personal information after receipt of a request to delete from you, where permitted by law or regulation.

10.HOW TO EXERCISE YOUR PRIVACY RIGHTS

You may submit a request by:

- Emailing info@pacificahospital.com
- Calling 818.767.3310

We verify requests using information we already maintain where feasible and avoid requesting sensitive personal information unless necessary. Any additional information collected for verification is used only for that purpose and deleted when no longer required.

You may use an authorized agent where allowed by law. Authorized agents will be required to provide proof of their authorization, and we may also require that the relevant consumer directly verify their identity and the authority of the authorized agent.

11.CHILDREN

Our websites are not intended for children under 16. We do not knowingly collect personal information from children under 16. If you believe a child has provided information, please contact us.

12.LINKS TO OTHER WEBSITES

Our websites may be linked to third-party sites. This Policy does not apply to those sites. Please review their privacy policies before providing information.

13.CHANGES TO THIS POLICY

We may update this Policy from time to time. The “Last Updated” date shows when it was last revised. Material changes will be posted on our websites.

14.DATA PROCESSING

Pacifica Hospital of the Valley is based in the United States. By sharing your personal information with Pacifica Hospital of the Valley, you understand that the information we collect or receive about you may be transferred to and processed by recipients who are located in a jurisdiction where the level of data protection may not be equivalent to the level of protection applicable at your location.

15.CONTACT US

Chief Privacy Officer 9449 San Fernando Road Sun
Valley, CA 91352
Phone: 818.767.3310
Email: info@pacificahospital.com