

INTRODUCTION

Madonna Rehabilitation Hospitals (“Madonna”) is committed to ensuring that the personal information of our website users is protected. In order to build trust between the organization and its website users, Madonna is committed to ensuring that all personally identifiable information is safeguarded, and we regularly review our physical, electronic and managerial procedures to safeguard and secure the information collected.

Any Personal Identifiable Information (“PII”) stored by Madonna is stored on secure servers consistent with applicable law. Madonna does not store or collect payment or credit card details. That information is provided directly to third-party payment processors whose use of PII is governed by their privacy policies. These payment processors adhere to the standards set by PCI-DSS.

Personal information will only be used by Madonna staff for the purpose or purposes for which it was collected or for closely related purposes as identified in this Privacy Policy. Madonna will not sell or lease personal information to third parties, nor will staff share personal information with any third parties unless required by law to do so.

GENERAL TERMS AND CONDITIONS

By accessing and using this website and its services, you agree to be bound by the terms of this Privacy Policy. We reserve the right to modify or amend this Privacy Policy at any time.

COLLECTING PERSONAL INFORMATION

Madonna may collect the following information:

- Full name and title
- Contact information including address and zip code
- Phone numbers and email addresses
- Date of birth

Madonna may require this information for the following reasons:

- Internal record keeping
- Order fulfillment and payment processing
- Follow-up on referral inquiries or questions about services
- Follow-up on employment, volunteer or clinical rotation inquiries
- Communication about event registration/attendance
- Follow-up on inquiries about ProActive medical fitness membership or guest waivers
- Donor/supporter relationship outreach and management

HOW MADONNA USES PERSONAL INFORMATION

Madonna stores all personal data, including the information of donors, job applicants and employees, within the website platform on a secure environment.

Personal information will only be used by Madonna staff for the purpose or purposes for which it was collected or for closely related purposes such as personal communications to promote Madonna programs, services, products/technology, employment opportunities, and events and to assist with fundraising. Madonna website users can decide not to receive communications or can change their preferred method of contact at any time.

NEWSLETTERS AND MARKETING COMMUNICATIONS

Newsletters are provided as a benefit to donors, volunteers, patients, and families and are sent to all Madonna supporters who have not opted out of marketing communications. Supporters may choose to unsubscribe from general marketing communications without affecting fundraising activity.

FUNDRAISING

Madonna will occasionally contact supporters with fundraising material and communications. As with other marketing communications, donors may be contacted about fundraising unless they have opted out of receiving marketing information.

ADMINISTRATION

Madonna will also use personal data for administrative purposes. This includes:

- Receiving donations (e.g., standing orders or gift instructions)
- Maintaining databases of our donors, volunteers, prospective employees, attendees of educational events, referral partners, etc.
- Respecting user choices and preferences

DISCLOSING AND SHARING DATA

Madonna will never sell or lease personal data. Madonna may share the names of donors and details of their donation internally to ensure donations are used according to donor wishes or if publicity has been requested. Donors can notify Madonna if they would prefer for their details to remain anonymous.

COOKIES

Madonna has enabled Google Analytics Advertising Features that include remarketing with Google Analytics, Google Display Network Impression Reporting, Google Analytics Demographics and Interest Reporting. Madonna uses the information contained in cookies to develop marketing/communication strategy, tailor messaging and track the effectiveness of advertising efforts. Data is reviewed in aggregate only.

You may opt out of Google Analytics Advertising Features or change your preferences by visiting:

- [currently available opt-outs](#) for the web
- [My Ad Center](#) in your Google account settings
- [National Advertising Initiative Opt Out](#)

We may also collect and store unique digital identifiers tied to the browser, application or device you are using from other third-party trackers such as Facebook.

CHANGES TO THIS POLICY

Madonna will review this Privacy Policy periodically and may make changes from time to time to ensure it remains up-to-date and accurately reflects how and why personal data is used. The current version of our Privacy Policy will always be posted on our website.