

# **PRIVACY POLICY**

## **Your Consent**

This Privacy Policy applies to all of the websites and other electronic communication channels operated by LifeStream Blood Bank. By using a website or communicating electronically with LifeStream you consent to accept and comply with this Privacy Policy.

## **What information do we collect?**

We collect information from you when you log in to the websites, update your personal profile, make a monetary donation, donate blood, attend a training event, subscribe to email notifications or publications, respond to an online survey or submit a Webform.

When logging in, ordering or performing other transactions on the websites, you may be asked to enter your name, job title, birth date, age, email address, mailing address or phone number, and, if you are acting on behalf of your employer, the employer's name. We also collect information automatically including:

- the IP address of the computer you use to access the website;
- the browser and internet domain used,
- the operating system used by your browser,
- the date and time of access to the website,
- undeleted cookies,
- navigation information, including the site from which you were referred, if any; and pages visited on the website.

You may visit the websites without providing personal information; however, performing certain transactions on the websites may not be possible without providing such information.

## **Mobile Information**

The websites may not be optimized or intended for use on mobile devices. If you access the websites on mobile devices, additional information, such as geolocation data, may be collected.

## **Minors**

The website is not intended for use by children under 13 years old. Any child under 13 years old must have his or her parent's permission to use the website.

## **How do we use your information?**

Any of the information we collect from you may be used in one of the following ways:

- To personalize your experience. Your information helps us to better respond to your individual needs.
- To improve the website. We continually strive to improve the website offerings based on the information and feedback we receive from you.

- To respond to questions and concerns, and to improve customer service. Your information helps us to more effectively respond to your customer service requests and support needs.
- To process transactions and conduct general business activities. For example, your information may be shared with third-party service providers who use it to perform functions on our behalf. These companies or individuals may perform services such as processing orders, sending mail, email or text messages, providing marketing or database marketing services, providing search engine optimization analysis or providing call center services, among others.
- To administer a contest, promotion, survey or other site feature.
- To send periodic emails. We may use email addresses you provide to send you information and updates pertaining to our products and services that you use, in addition to sending occasional company news, updates, related product or service information, etc. If you wish to restrict the use of your email address in any way, please call 1(800) 879-4484.
- To schedule blood donations. By giving us your telephone number(s), including your cell phone number, you acknowledge that you, as the subscriber of the number(s), expressly consent to this future contact, including contact via autodial or auto-text message. We may use cellular telephone numbers you provide to call you or send you text messages to schedule blood donations, to notify you of upcoming donation events or to remind you of your donation appointments. Even if you don't agree to allow notices to your cellular telephone, we can call your home or office telephone to schedule donations, notify you of donation events, and provide appointment reminders.
- To notify you of important medical information. In the process of collecting, testing, processing or transfusing blood or blood products donated by you, we may need to inform you of important medical information that may affect your health, including infectious diseases. We also collect and may provide as a service to our donors certain health information such as cholesterol levels. However, it is important that you still see your personal physician for care.
- To identify new or modified needs that can be fulfilled by our organization.
- To comply with law, for regulatory purposes, or for accreditation or compliance purposes.

**How do we protect your information?**

We implement a variety of security measures to maintain the safety of your personal information. We use a secure server for payment transactions. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology. Sensitive data is also encrypted in the payment gateway provider's database, which is accessible only by those with authority who are performing authorized functions. We limit the data that we retain to the data needed for the purpose. You can help protect your information, by protecting and not sharing your user name and password. However, it is not possible to absolutely guarantee the safety of electronic information.

**How long is my information stored?**

Storage of information is based on the type of information and its use. General information includes information such as user name and passwords, information regarding donations and donation appointments, and general business transaction information. Payment information is not considered general business transaction information, and is addressed in the next paragraph. LifeStream has a document management policy that governs retention of information. Retention is based on legal and business needs.

After a payment transaction, your private information, such as credit card numbers and purchase order numbers, will not be stored on our servers any longer than it is necessary to complete the transaction.

#### **Do we use cookies?**

Yes, we do use cookies. Cookies are small computer files that are transferred to your computer's hard drive through your Web browser. Cookies enable the website's or service provider's systems to recognize your computer and to capture and remember certain information.

We use cookies to help us remember and process the items in your shopping cart, understand and save your preferences for future visits and compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

Cookies can permit interest-based displays of information, including, in some cases, marketing information. Interest-based information may be provided by the LifeStream website or, if you visit any of the linked third-party websites, those third-party websites. If you have activated "do-not-track" options on your computer, **our operating system may not be able to accommodate your request.** We cannot control how third-party websites handle do-not-track options. Please read the privacy policies of the third-party websites to understand their response to do-not-track mechanisms.

#### **Do we sell personal information to third parties?**

No, we do not sell or trade your personally identifiable information to third parties for any cross-marketing or sales purposes. We provide personally identifiable information to third parties only when those entities are providing services for us, and agree to comply with our Privacy Policy.

Your information may be included in aggregated and anonymized data that LifeStream discloses to third parties for business operations purposes and in support of our mission.

#### **Combination With Other Information**

Other than appointment information, we do not combine information from the websites with information gathered during blood donation appointments. Information that includes identifiable health information may be subject to additional protections.

#### **Third Party Links**

Occasionally, at our discretion, we may include or offer third-party information, products or services on our websites. These third-party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. The fact that we include information about third-party products or sites is not an endorsement of those products or sites.

#### **Compliance with Applicable Laws and Law Enforcement**

We intend that the websites will comply with all applicable laws at all times, and we may change the websites and the policies without notice, including if we believe that change is necessary for legal compliance purposes. We reserve the right to disclose at any time, without prior notice, any personal information when we believe disclosure is appropriate to comply with the law, to enforce website policies or to protect our or others' rights, property or safety. Each user of the website is also required to use it in compliance with law.

#### **Children's Online Privacy Protection Act Compliance**

We also comply with the requirements of COPPA (Children's Online Privacy Protection Act). We do not intentionally collect any information from anyone under 13 years of age. Our websites, products and services are all directed to people who are at least 13 years old or older. If a parent finds that information of a child under 13 years of age has been provided to any of the websites, please notify us at [blooddonors@LStream.org](mailto:blooddonors@LStream.org) so that we can delete that information.

#### **Website Terms of Use**

By using the websites, you agree to both this Privacy Policy and the website Terms of Use. Please review the Terms of Use, available at [www.lifestreamcascade.org/terms-of-use](http://www.lifestreamcascade.org/terms-of-use)

#### **Changes to our Privacy Policy**

We may decide to change our Privacy Policy at any time without advance notice. If we change our Privacy Policy, we will post it on the website and update the privacy policy modification date below.

This policy was last modified on September 3, 2024.

#### **Contacting Us**

If there are any questions regarding this Privacy Policy, or if you believe that we hold information about you that is incorrect, you may contact us at the following address:

Privacy Policy  
384 W. Orange Show Road  
San Bernardino, CA 92408  
909-885-6503  
[PrivacyOfficer@LStream.org](mailto:PrivacyOfficer@LStream.org)