

Eskenazi Health Website and Digital Services Privacy Notice

Eskenazi Health ("Eskenazi Health," "we," "us," or "our") values your privacy and is committed to being transparent about how information is collected, used, and shared when you interact with our websites, mobile applications, patient portals, social media accounts, and other online services (collectively, the "Digital Services").

This Website and Digital Privacy Notice explains our practices regarding information collected through the Digital Services, including the types of information we collect, how we use that information, and the circumstances under which information may be disclosed.

This Notice applies only to information collected through the Digital Services. It does not govern information collected, maintained, or used in connection with the delivery of healthcare services. Information contained in medical records and other protected health information is subject to Eskenazi Health's Notice of Privacy Practices and applicable federal and state laws.

Information We Collect

The information collected depends on how you interact with the Digital Services.

Information You Provide

You may voluntarily provide information when you:

- Contact Eskenazi Health through an online form;
- Request information about services or programs;
- Schedule or request appointments;
- Register for or participate in classes, events, or community programs;
- Submit employment applications;
- Subscribe to communications;
- Create an account or access a patient portal; or
- Otherwise communicate with us electronically.

Information you provide may include your name, address, telephone number, email address, date of birth, account credentials, employment information, payment information if you pay for services online, and other information necessary to respond to your request.

Information Collected Automatically

When you visit our website or use our Digital Services, certain technical information may be collected automatically, including:

- Internet Protocol (IP) address;
- Browser type and settings;
- Device information;
- Operating system;
- Pages viewed;
- Date and time of access;
- Referring website addresses; and
- Other information regarding use of the Digital Services.

How We Use Information

Information collected through the Digital Services may be used to:

- Operate and maintain the Digital Services;
- Respond to inquiries and requests;
- Provide information regarding healthcare services, programs, and events;
- Facilitate appointment scheduling and patient portal functions;
- Improve user experience and website performance;
- Protect the security and integrity of the Digital Services;
- Investigate potential misuse or unauthorized activity;
- Comply with legal, regulatory, and operational requirements;
- Anonymize, de-identify or aggregate your information; and
- Carry out other purposes disclosed at the time information is collected.

Cookies and Similar Tracking Technologies (Cookie Notice)

Cookies are small text files that are placed on a computer, mobile device, or other internet-connected device when a user visits a website. Cookies help websites recognize a device, remember user preferences, maintain functionality, improve performance, and collect information about how visitors interact with a website.

Eskenazi Health and its service providers may use cookies and similar technologies, such as web beacons, pixels, session replay tools, and analytics technologies, to:

- Operate and maintain the Digital Services;
- Authenticate users and support account functionality;
- Remember user preferences and settings;
- Improve website performance and user experience;
- Analyze traffic, source and usage patterns;
- Identify and troubleshoot technical issues; and
- Protect the security and integrity of the Digital Services.

Some cookies are necessary for the Digital Services to function properly, while others help us understand how visitors use our Digital Services so we can evaluate and improve their performance. You may refuse to accept browser Cookies by activating the appropriate setting when accessing Digital Services.

Most web browsers also allow users to control or disable cookies through browser settings. However, restricting cookies may affect the availability or functionality of certain features of the Digital Services. For information on turning off location or sharing in your device or browser, consult your device and browser documentation or user help information.

How Information May Be Shared

We may share information with or receive information with the following:

1. Service Providers:

To vendors, contractors, and service providers that perform functions on behalf of Eskenazi Health, such as website hosting, analytics, technical support, communication services,

payment processing, data storage, marketing, and cybersecurity operations. Disclosure to any third-party is subject to appropriate agreements as necessary with those third-parties

2. Health and Hospital Corporation of Marion County (“HHC”):

Eskenazi Health is a division of HHC, which includes the Marion County Public Health Department and Indianapolis Emergency Medical Services. Eskenazi Health may share information to other divisions of HHC to support organizational operations, transactions, audits, investigations, or other legitimate business activities, including compliance and corporate governance functions.

3. Legal Authorities:

Eskenazi Health may share information as required or permitted by law, regulation, court order, subpoena, governmental request, or other legal process.

4. For Protection of Rights and Safety:

When reasonably necessary to protect the rights, property, safety, or security of Eskenazi Health, patients, workforce members, or the public.

Such third-parties may store, collect or otherwise have access to your information when you interact with their Cookies, content, tools, or apps on our Digital Services. When you use the Digital Services, you consent to this information collection, use and third-party sharing.

How Long Do We Keep Your Information

We may retain your information based on the nature and sensitivity of the data, the purpose for which it is processed, Eskenazi Health policies, and legal requirements.

Social Media

Eskenazi Health maintains accounts on various social media platforms (e.g., Facebook, YouTube, and LinkedIn). Information shared through social media platforms is subject to the privacy practices and terms of the applicable platform. Users should avoid posting personal health information through public social media channels.

Electronic Communication (Email, SMS, Fax)

If you provide Eskenazi Health with your email address, telephone number, mobile phone number, fax number, or other electronic contact information, we may use that information to communicate with you regarding our healthcare services, programs, patient portal activities, community resources, and other information you request or that is related to your relationship with Eskenazi Health.

Depending on the contact information you provide and your communication preferences, these communications may be delivered by email, telephone call, text message, fax, patient portal message, or other electronic means. Communications may include appointment reminders, scheduling information, registration and billing updates, prescription notifications, care coordination messages, post-discharge follow-up, preventive care reminders, wellness information, and other healthcare-related communications.

When you initiate an electronic communication with Eskenazi Health, we may respond using the same method of communication or other contact information you have provided to us, unless prohibited by law or your communication preferences.

Electronic communications may not always be secure. While Eskenazi Health employs reasonable safeguards to protect information, users should be aware that there are inherent risks associated with transmitting information electronically. You are responsible for maintaining the security of your devices, accounts, passwords, and contact information. If you use an email account, mobile device, telephone number, or other communication method that is owned or managed by an employer, school, family member, or another third party, those individuals or entities may have access to communications sent by Eskenazi Health. Eskenazi Health is not responsible for unauthorized access to or disclosure of information resulting from circumstances beyond its reasonable control, including actions taken by third parties, communication providers, device users, or individuals with access to your accounts or devices.

Communications exchanged through email, text messaging, patient portals, or other electronic means may be retained by Eskenazi Health and, when appropriate, may become part of the patient's medical record or other business records maintained by Eskenazi Health in accordance with applicable law and organizational policies.

SMS Texting

When you sign up for text messages from Eskenazi Health, you are signing up to receive text messages related to your relationship with Eskenazi Health, including updates related to your visits, MyChart account, one-time passcode, billing notifications, prescription reminders, and care management.

You can opt-out of SMS messages by texting STOP to the applicable short code (a 5- or 6-digit telephone number used to send and receive text messages). Your opt-out request will generate one final message confirming that you have been unsubscribed. You will no longer receive SMS messages from the short code you opted out from. If you want to join again, sign up using MyChart or text HELP to the short code for instructions.

If you are experiencing issues with the messaging program you can reply with the keyword HELP for more assistance, or you can get technical help directly at 317.880.2273.

Carriers are not liable for delayed or undelivered messages.

Message and data rates may apply for any messages sent to you from us and to us from you. Message frequency may vary.

You can find our Privacy Policies Notices here: [Notice of Privacy Practice](#), [Website Terms and Conditions](#) and the Website and Digital Privacy Notice. For questions about the Notices, contact 317.880.4819.

Third-Party Websites and Services

The Digital Services may contain links to third-party websites, applications, or services. Eskenazi Health does not control and is not responsible for the content, privacy practices, or security of third-party resources. Users access third-party resources at their own risk and should review the applicable privacy notices.

Information Security

Eskenazi Health maintains reasonable administrative, technical, and physical safeguards designed to protect information collected through the Digital Services. Despite these efforts, no method of electronic transmission or storage can be guaranteed to be completely secure or immune to breaches.

Children's Information

The Digital Services are not intended for children under 13. If you learn that your child has provided us with personal information through our Digital Services without your consent, you may contact the Eskenazi Health Privacy Officer.

Changes to this Notice

Eskenazi Health may revise this Website and Digital Privacy Notice from time to time without prior notice to you, and such modifications will become effective and binding immediately upon posting of the revised Notice. Also, new services, terms, and specific Cookies may be added from time to time without prior notice. Please regularly review this Notice periodically, because you will be bound by any changes made, and continued use of the Digital Services constitutes agreement to any modifications.

Contact Information

Questions regarding this Website and Digital Privacy Notice may be directed to:

Eskenazi Health
Attn: Privacy Officer
720 Eskenazi Avenue, 5th Fl FOB
Indianapolis, Indiana 46202

Revision Information

This Notice was last updated on June 24, 2026.