

Digital Privacy Policy

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About Novant Health UVA Health System online services

Novant Health UVA Health System provides websites, mobile applications and other interactive services through Novant Health websites to serve its patients and communities. Novant Health UVA Health System is committed to protecting your online privacy. In general, you can visit Novant Health websites and use Novant Health UVA Health System mobile apps and interactive services without revealing any personal information. However, you may be asked to provide personal information in order to access some of our content and services. This information helps us to better determine and address the healthcare needs and concerns of site visitors. Use of Protected Health Information, as defined by HIPAA, is governed by Novant Health UVA Health System's [Notice of Privacy Practices](#). If you choose to send information to us through one of our websites, please know that by doing so, you are not establishing a treatment relationship between you and us.

Why We Collect IP Addresses

Novant Health UVA Health System does collect the IP address (an identification number associated with your computer) of users of and visitors to its websites and applications. This allows us to administer our system and gather aggregate information about how our site is being used, and to deliver content relative to your location.

To ensure your anonymity, we do not associate IP addresses with records containing personal information. However, we will use IP address information as needed to enforce our legal rights and when required to do so by law.

How We Use Cookies

Cookies are small pieces of information that some websites store on your computer's hard drive when you visit them. Like many other websites, Novant Health UVA Health System websites use aggregate data compiled by cookies to provide us with information about traffic to our site. Collecting this information does not allow us to personally identify you. If you modify your web browser to reject cookies from our site, the functions and conveniences of our site may not work properly.

After visiting a Novant Health website, you may see information about our services on other sites. This may occur as a result of a placement of a cookie from past browsing, and does not involve a disclosure or selling of your personal information. If you wish to opt out of use of these cookies, you may do so through the [Network Advertising Initiative opt-out page](#).

Communicating with Us by E-mail

E-mail communication that you send to us via the e-mail links provided on our site may be shared with a customer service representative, employee, medical expert, or business associate that is best qualified to address your inquiry. We make every effort to respond in a timely fashion once communications are received.

Because e-mail does not provide an entirely secure and confidential means of communication, please do not use e-mail if you wish to keep your communication private. Instead, call 336-718-5600 with your request.

Unsubscribing from E-mails We Send

Registering on NovantHealthUVA.org, or otherwise sharing your e-mail address with Novant Health UVA Health System, may also provide you with the opportunity to receive free print or e-mail newsletters, or electronic updates on topics that interest you. We may also use the e-mail address you provide to send you communications about other Health products and services. If at any time you receive an e-mail from us and wish to unsubscribe, you may do so by clicking the unsubscribe link provided at the end of the message.

Links to Third-Party Websites

This website contains links to third-party websites. These links are provided solely for your convenience.

Please be aware that Novant Health UVA Health System is not responsible for any of the content provided on third-party websites, and makes no representations as to such content or its accuracy. All information, products, advertisements, and other content contained in third-party sites are neither approved nor endorsed by Novant Health UVA Health System, and Novant Health UVA Health System is not responsible for such information, products, advertisements, or other content.

Use of any linked third-party website is solely at your own risk, and Novant Health is not responsible for information collected through the third-party websites. Please note that use of any third-party site is subject to the terms and conditions of that third-party website, including the site's privacy statement.

Complaint Process

If you have a complaint or problem relating to the NovantHealthUVA.org website, you may e-mail us at WebCenter@NovantHealth.org. If you believe your privacy rights have been violated, you may e-mail us at PrivacyOffice@NovantHealth.org. Please indicate your reason for contacting us. Your complaint will be forwarded to the to the appropriate Novant Health department for response or resolution.

Changes to our Privacy policy

We occasionally update this privacy policy. The date on which this policy was last updated is presented at the top of this page. Additionally, a link to the current version of the Online Privacy Policy (stating the date of last update) is presented at the bottom of webpages throughout the NovantHealthUVA.org website. If the current version has been updated since your previous visit, we encourage you to review the policy to be informed of how this site uses and protects your information. Your use of this site constitutes acceptance of these terms.