

Protecting Your Privacy

We are committed to protecting your privacy. We will not use any personal health information without your explicit permission. Protecting health information, including any personally identifying information, is of vital importance to us. For our parenting e-mail service, we need your name, due date, and e-mail address. This information will go into a secure database along with the data of other parents who are having their babies at our hospital. This information will only be used by authorized hospital personnel. To facilitate the delivery of our parenting e-mail service, our business associate, TPR Media, LLC, provider of hosting and maintenance, will assist us and ensure that our service provides you with the information and resources you need. The service is tailored to your week of pregnancy or baby's age. Your weekly e-mail includes tips, advice, resources, and information on your baby's development. It will also include announcements about services, classes, and resources we offer, research briefs from The Parent Review, and if you so choose, access to The Parent Review newsletter, and participating sponsors. At no time will sponsors have access to any of your personal information unless you provide it to them directly. This service is offered to you weekly beginning in the seventh week of pregnancy, continuing through birth until your baby's third birthday. This is all free to you.

One of the rules of the privacy act, which protects your personal health information, is that you acknowledge that you've read and understood this information, and that you agree to authorize the use of your protected health information described above so that we can provide you with the parenting e-mail service. Providing your signature on the front cover of this document signifies that you authorize us to provide this service to you.

Thank you.

IMPORTANT:

You may revoke this authorization by notifying us via e-mail or in writing at any time. Opting-in or opting-out of this service in no way affects your treatment, payment, or eligibility for any benefits due you from us.