



Policies on Website, Digital Content and Social Media

Introductory Statement:

Stanford Children's Health and Lucile Packard Children's Hospital Stanford utilize our digital and social presence to propel patient access and information, build our organization and expertise reputation, maintain and promote information transparency, and engage and foster the digital community in our endeavors, mission and vision.

With respect to social networking sites such as Facebook, YouTube and other forms of interactive and social media, it is our goal to help create online communities that foster community, share information, support one another, provide value, and strengthen relationships. As with all of our interactions, we will always seek to guard the privacy and safety of individuals, and depend on all users to do their part in this effort.

In the following document, we outline the specific policies that govern this practice. If at any time, you would like to contact us for more information, clarification, or for any reason at all, please don't hesitate to do so.

Lucile Packard Children's Hospital Stanford
725 Welch Road
Palo Alto, CA 94304
(650) 497-8000
hello@stanfordchildrens.org

General Terms of Use

By posting, uploading or transmitting any material on or through the Stanford Children's Health and Lucile Packard Children's Hospital Stanford website, as well as other websites, social sites, apps and other digital communications efforts hosted by third party entities such as, but not limited to Facebook, Twitter, Instagram, LinkedIn, Vimeo, Tumblr, Pinterest, YouTube and any site categorized as social media websites (hereafter referred to as social media sites), you agree that no submitted materials will violate or infringe upon the rights of any third party, including copyright, trademark, privacy, publicity or other personal or proprietary rights; or contain libelous, defamatory, illegal and inappropriate material, profanity or otherwise unlawful material.

You also recognize and agree that you are making materials available on a publicly accessible website and willingly do so at your own risk. Stanford Children's Health and Lucile Packard Children's Hospital Stanford cannot control the actions of other Users/Friends/Fans/Followers (and the like, hereafter referred to as "friends") who may view or share your pages and information posted on the website. Therefore, we cannot and do not guarantee that content you post on the website will not be viewed by unauthorized persons. In furtherance of the above stated, and in compliance with HIPAA laws, Stanford Children's Health and Lucile Packard Children's Hospital Stanford must ask that patient families refrain from disclosing their relationship with patients or disclosing details of patient medical conditions in content posted on the website. Similarly, for the safety of our online community, Stanford Children's Health and Lucile Packard Children's Hospital Stanford cannot permit, and consequently will be compelled to remove posts that solicit or offer medical advice.

You further authorize Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford to use posted information which may include, but is not limited to, your name, likeness, images, your child(ren)’s names and posted details of his/her medical care for the purposes of marketing, public relations and fundraising, in all media, whether or not now known.

With respect to the promotion of events and other marketing initiatives, both now and in the future, you grant permission to Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford and its business partners unrestricted permission to use any posted content on our websites, including, but not limited to, narrative content, your name, likeness, images, and those same of the minors that you are legal guardian, in Internet, broadcast, photograph, video or other account, for third party events related to our hospital, physician network, joint ventures, and/or fundraising.

Social Media: General Terms of Use and Best Practices Our Policies and Guidelines

By using social media sites, you agree to be bound by both Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford’s terms of use as well as those provided by the entities that host social media sites. If you do not agree to these terms of use, you are specifically instructed to refrain from using these sites. We reserve the right, at our discretion, to modify, add or delete portions of these terms at any time by posting updated terms of use on the Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford social media sites. Please check these terms frequently for updates. Any modifications, additions or deletions to these terms shall be effective immediately upon posting of updated Terms of Use. Your continued use of the sites following the posting of updated terms of use will mean that you agree to Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford Terms of Use.

Use of the Sites

Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford is not responsible or liable for any materials posted or transmitted on or through its social media sites nor is it responsible for any materials its subscribers or “friends” post, upload, share, or transmit on their sites. Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford cannot verify the accuracy of statements that users place on or through the social media sites, and does not guarantee that any material has been posted or transmitted with the permission of the copyright or proprietary owner or is otherwise in compliance with these Terms of Use.

If you use the sites, by participation in the Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford website, other social media sites or by submission of comments, messages, emails, or other information Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford website or third party social media sites, you must follow these rules:

Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford does not seek to limit the rights of individuals to communicate in a free and open manner, however certain materials, images and language will not be tolerated. You may not post or transmit any material or links to material that will lead to injury of yourself or others. Such material may include, but is not limited to content that is libelous, defamatory, false, overtly personal, comments on pending litigation, obscene, felonious, indecent, lewd, violent, abusive, threatening, harassing, discriminatory, in violation of the law or that constitutes hate speech.

The only material that you may post, upload or transmit, is that collateral for which you own the copyright or have explicit permission to distribute electronically. In cases when you are not the owner of the copyright you must cite the original source. You may not violate, plagiarize, or infringe on the rights of third parties, including copyright, trademark, trade secret, privacy, personal, publicity, moral or proprietary rights. You promise and represent that any posted, uploaded, include or transmitted materials will be owned by you or in the public domain.

You may not post, create, upload or transmit any software or other material which contains a virus or other harmful code or device. You may not use the sites to distribute advertisements, ask for more social media “followers” or “likes”, personal donations , chain letters or messages, mass mailings or “spam” to gather email addresses for the purpose of sending “spam” to other users on Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford social media sites.

By posting, uploading or transmitting any material on or through Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford social media sites, you hereby grant Lucile Packard Children’s Hospital Stanford a non-exclusive, perpetual, royalty-free, worldwide license to use, copy, sublicense, transmit, modify, publicly perform or display that material, and your name and location (city, state and/or country), if you provide that information to use, in connection with that material, in all media, whether or not now known.

In compliance with Health Insurance Portability and Accountability Act of 1996 (HIPAA) laws and our strict patient policies, patient families should refrain from disclosing their relationship with patients in videos, photos, or in patient and/or family stories hosted on our social media sites. Patients and their families must not disclose other identifiable information about the patient including last name, street address, age, etc.

Users participating on Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford social media sites are subject to the age restrictions set forth on the respective sites for use.

You are solely responsible for any content created, posted, uploaded, or transmitted using your account. Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford has the right (but not the obligation) to delete any material or user that it deems, at its sole discretion, to be in violation of these Terms of Use, or which it otherwise, in its sole discretion, considers to be objectionable.

Social media websites may contain links to other websites produced by Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford, to websites operated by unrelated third parties. In addition, if you click on a promotional item on our website, you may be directed to a web page with our website or to a third party website. Please note that Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford is not responsible for the privacy practices of third-party websites. We encourage you to be aware of this when use social media websites and to read the privacy policies of every website that collects personally identifiable information from you.

You acknowledge we may change or delete content or features of Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford social media sites in any way, at any time, and for any reason or no reason.

By using and participating in Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford social media sites, you agree to abide by these rules set forth herein. You acknowledge that Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford has the right to delete material that it deems, in its sole discretion, to be in violation of these Terms of Use, or which it otherwise, in its sole discretion, considers to be objectionable. You further acknowledge that Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford has the right to limit, terminate, or block access to its social media sites for any reason, including violation of these Terms of Use.

Both periodically, and in the instance of substantive changes to our Terms of Use, Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford will post notification of said changes to the social media forums, and provided a link to the updated documents.

Fundraising Addendum

You authorize that any material posted on the website, including but not limited to, your child’s name, likeness, patient story and other biographical material, may be used by Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford for the purposes of marketing, public relations and fundraising.

Pursuant to these purposes, you grant Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford the right to use your child’s information to promote publicize or fundraise Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford, in all media, whether or not now known. Additionally, you authorize the potential use of any posted information outlined above for future use on social networking websites.

Policies on Posting Website Content: COPA and Parental Notification

Notice of Information Practices With Regard To Children

Our postal address is 725 Welch Road, Palo Alto, CA 94304. Our phone number is: (650) 497-8000. We do not consider stanfordchildrens.org a website directed to children, as that term is understood under the *Children’s Online Privacy Protection Act (COPA)*. It is possible that, without our knowledge, we may receive information about a child though our Contact Us feature, through our email address hello@stanfordchildrens.org or through our web-based initiatives such as, but not limited to, SupportLPCH.org, or through self-disclosure. In such circumstances, we will observe the following practices regarding parents’ review and directions regarding their child’s information.

Information Collected

In compliance with all applicable Federal laws, Stanford Children's Health and Lucile Packard Children's Hospital Stanford will not knowingly collect any personal information from a child under the age of thirteen without the consent of that child's parent. We respect the privacy of individuals, and this is particularly true with respect to children. We do not collect any more personal information than reasonably necessary to enable them to participate in the activities we offer on our website or social media sites. In fact, we are prohibited from conditioning a child's participation in an activity on the child's disclosing more personal information than is reasonably necessary to participate in such activity.

With respect to our online information collection practices from children under 18 years of age: We may collect the following types of personal information directly from children online: first and last name, age, email address, mailing address, and on occasion, additional data such as school name and / or T-shirt size (for awarding of prizes and other promotional material). If a child is participating as an individual we will need to collect their mailing address in order to fill orders of materials and incentives.

Please note: Parents may consent to the above collection and use without necessarily consenting to the disclosure of personal information to third parties. The only instance in which Stanford Children's Health and Lucile Packard Children's Hospital Stanford would do so would be if the use of a third-party involvement becomes necessary.

With respect to the collection by other organizations of personal information from children at our site, our policy is that we do not have any agreements with outside organizations to collect personal information at our site.

Please note that in most circumstances, you can visit and enjoy our website(s) without disclosing any personal information about yourself. However, we offer some special services, and for these services to work properly we will need you to share with us certain personal information about yourself. The personal information we collect may include, but is not limited to, full name, street address, email address, telephone number(s) (e.g., home, work, mobile and/or fax) and birth date. We may also collect other personal information that will be identified on applicable page(s) of this website. If you submit any personal information to us, or to our third-party service providers acting on our behalf, you can be assured that we will not sell, lease, or share your personal information with or to anyone else, except as follows: (1) to our third-party service providers, and only so that they may help us provide services you've requested and in certain circumstances to provide you.

Use and Sharing of Information

The information we collect from children, individuals and families is used for record keeping, marketing, feedback and to acknowledge their involvement with Stanford Children's Health and Lucile Packard Children's Hospital Stanford. With respect to sharing information, we do not share personal information with anyone other than those who provide support for the internal operations of the website and our agents (e.g., contractors who provide fulfillment services or technical support to the website). We have received the following commitments for security of information from third parties with whom we share personal information: All third parties with whom we share information have agreed to maintain security and integrity of personal information.

Parental Review

Upon request, parents can review the information that we have collected from their children online, prevent the further use or maintenance of such information, or direct the deletion of their children's personal information by: calling us at the telephone number provided above, writing to us at the above address.

Additional Privacy Information

Web Log File Data

We collect some basic web log file data about site users. This information includes domain names, website traffic patterns and server usage statistics. This information is used for site management and administration and to improve the content and overall performance of our site.

Data Security

Stanford Children's Health and Lucile Packard Children's Hospital Stanford makes every reasonable effort to ensure that all of the transactions that occur on our website are secure. We store personally identifiable data with Secure Socket Layer (SSL) encryption to protect information you may submit on our site. SSL is the industry standard protocol. All off-line information is securely stored and is accessible only by authorized Stanford Children's Health and Lucile Packard Children's Hospital Stanford staff.

Online Forms

Stanford Children's Health and Lucile Packard Children's Hospital Stanford provides intake forms on our website which may request confidential health information. We adhere to the requirements outlined by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) legislation, which ensures security and privacy of an individual's medical records. For your convenience, a printable version of the form is also available.

Subscription to Newsletters or Press Releases

If you subscribe to a newsletter, publication or press release published by Stanford Children's Health and Lucile Packard Children's Hospital Stanford and distributed via email, mobile or text, we will keep your email address in a private distribution list. Messages sent electronically do not reveal recipients' email addresses or any other personal information. Stanford Children's Health and Lucile Packard Children's Hospital Stanford will only send messages to individuals who have opted to subscribe and who have provided their email address to us directly. We do not use this email address list for any other purpose, and only add individuals at their request. At any time, you may opt out by using the unsubscribe link provided on our website and in the publication email, which will remove your information from the distribution list for that publication.

"Cookies" and How We Use Them

Cookies are packets of information that a website transfers to a user's computer for record-keeping purposes. They are a means of keeping track of users' preferences for content and alerting them to new content areas. Most browsers allow you to turn off cookies or delete if you do not want them tracking your preferences.

The Stanford Children's Health and Lucile Packard Children's Hospital Stanford website (www.stanfordchildrens.org) does set and/or access cookies on your computer. They are used only to enhance the usability of the site. You can still use this site if you turn the cookies off.

Third-Party Service Providers

Stanford Children's Health and Lucile Packard Children's Hospital Stanford may engage reputable third-party vendors to help us manage our websites and advertisement and allow us to better serve our patients and users. The hospital never shares with third parties any personally identifiable information you provide when requesting information or making a donation online, except as required by law.

Links to Other Sites

This site has links to other sites we think may be of interest to our users. Their purpose is to provide users with convenient access to other sites that might interest them. A link to another site does not imply an endorsement of the site's content or services.

We are not responsible for the privacy practices of sites not owned by Stanford Children's Health and Lucile Packard Children's Hospital Stanford. We encourage you to be aware of that when you leave our site and to read privacy statements at any sites that collect personally identifiable data.

Email Communication

Stanford Children's Health and Lucile Packard Children's Hospital Stanford does not collect your email address unless you voluntarily submit it to us or choose to communicate with us via email or directly through social media. We do not sell or rent any email addresses. We try to respond to email messages requiring a response promptly. If you email the hospital, your message and email address will be forwarded to the appropriate department or program within the hospital. Please do not email patient health information, as that information is confidential and should only be discussed with your physician.

How we use the information

Stanford Children's Health and Lucile Packard Children's Hospital Stanford uses the information you provide to fulfill your online request, facilitate customer service and inform you of our programs and events. Marketing programs typically include newsletters, solicitations, engagement/volunteer opportunities and the like.

We do not rent or sell users' personal information to third parties, such as marketers.

We do not share any third-party or personally identifiable information you provide.

We do not share any personally identifiable information we may collect in surveys, although we may share aggregated survey results with analysts, as described above. The aggregate data cannot be used to identify individuals and participation in the survey is voluntary.

It is possible that we could be forced to disclose personally identifiable user information in response to a search warrant, subpoena, or court order; that can happen to any organization keeping records. Disclosures may also be appropriate to protect our legal rights and the security or integrity of our website, or to avoid liability. Those kinds of disclosures are highly unlikely, but possible.

Opting Out

Please note that you can opt out of our marketing programs at any time by contacting us at the following address:

Lucile Packard Children's Hospital Stanford
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Palo Alto, CA 94304
(650) 497-8000
hello@stanfordchildrens.org

Policy Changes

Stanford Children's Health and Lucile Packard Children's Hospital Stanford necessarily reserves the right to change this policy from time to time, without advance notice. We will promptly post any changes to our privacy policy on all sites owned by Stanford Children's Health and Lucile Packard Children's Hospital Stanford.

Deletion and Removal of Information

Non-identifiable information in our aggregate database will not be deleted. Like all responsible website site publishers, we maintain backup files as a protection against natural disasters, equipment failures, or other disruptions. Backup files protect you and us because they lower the risk of losing valuable data. Removing a record from our main files does not remove that record from any backup systems. It may take up to six months before all information in a backup record is completely erased through the normal recycling of backup files. In the meantime, as long as backup records exist, they receive the same privacy and security protections as our other records.

Questions or comments?

Questions about Stanford Children's Health and Lucile Packard Children's Hospital Stanford, or our privacy policy, may be directed to:

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