

Website Privacy Policy

Last updated: December 11, 2025

This Website Privacy Policy (“Policy”) describes how Bellin Gundersen Health System, Inc. (“Gundersen,” “Bellin,” “us,” “our” or “we”) collects, uses, discloses and otherwise processes personal information obtained when you visit gundersenhealth.org, bellin.org and emplifyhealth.org (collectively, the “Site”).

Please note that this Policy does not apply to protected health information we collect pursuant to the Health Insurance Portability and Accountability Act. Additional information related to our privacy practices with respect to protected health information can be found in our [HIPAA Notice of Privacy Practices](#).

This Policy also does not apply to other websites, mobile applications, or other online services that we maintain, provide, or own, but do not link to this Policy.

We may update this Policy from time to time, as indicated by the “Last Updated” date at the top of this Policy. Any changes to this Policy will be effective as of the “Last Updated” date at the top of this page, unless otherwise expressly indicated. We encourage you to review this Policy whenever you visit the Site.

Personal information collected

You may provide personal information, which identifies you individually, directly to us when you interact with the Site. For example, you may provide your personal information when you sign up for our newsletters, donate to Gundersen, register for events, sign up to volunteer, or apply for a job with us. The personal information we collect from you will vary depending on how you interact with us, but generally we collect information such as your name, email address, phone number, and postal address, as well as any other personal information you provide in your communications to us.

We or our vendors may also collect the following personal information if you interact with us in the following ways:

- Payment and billing information when you register for paid events or make a donation.
- Account information when you register for an account to apply for a community grant or apply for a job.
- Demographic information, such as age and gender identity, when you register for certain events.
- Educational background, work experience, and information about certifications and licensure when you apply for a job with us or sign up to volunteer. You may choose to provide additional details regarding your racial or ethnic identity, gender identity, or veteran status in your job application.

Cookies and other online technologies

On certain webpages or locations within the Site, we or our vendors may use cookies, web beacons, pixels, tags, scripts, software development kits (“SDKs”), and other similar technologies (collectively, “Cookies”) for various purposes, including to enhance functionality, improve performance, analyze Site trends, advertise (as described further below), and better understand how visitors use the Site. These technologies may automatically collect information such as device identifiers, IP addresses, pages visited and the length and time of visits. Some Cookies are necessary for the Site to function, while others relate to analytics or limited advertising activities performed on our behalf.

We have implemented a data modification and obfuscation tool on portions of our website to help us limit how Cookies may collect certain information through the Site. This tool functions as an intermediary between our Site and Cookies, and allows us to limit how certain types of personal information, such as details about your activity on our Site, may be transmitted to other parties. We also limit the pages on which certain Cookies appear.

Some of these Cookies may also support our participation in interest-based advertising (“IBA”), as described below; however, we configure these technologies so they are not used on pages that involve your health information, patient interactions, or other areas where protected health information (“PHI”) is collected.

In certain instances, we may contract with service providers to help us understand and analyze how visitors interact with our Site, including the features you engage with, how you navigate the Site, and your clicks, movements, scrolling, and keystroke activity. We and our vendors may combine personal information about you obtained from our Site with other personal information we obtain about your online activities over time and across different online services.

You can directly control the cookie settings in your browser and disable cookies by following the instructions provided by the supplier of the browser. Remember that disabling cookies is browser specific. If you log on using one browser and disable the cookies, you will also need to disable cookies in any other browser that you may use.

Interest-based advertising

Our advertising partners may use Cookies to collect information about your online activities over time and across different websites in order to provide you with more relevant advertising (this is sometimes called “interest-based advertising” or “cross-context behavioral advertising”). Our advertising partners may collect information regarding how you use the Site, demographic information, device type, device ID, or IP address. These advertising activities relate only to our general brand and marketing campaigns and do not involve the use or disclosure of information from pages of our Site that relate to your PHI.

To learn more about IBA and to opt out from the collection or use of your information for this purpose by companies participating in the Digital Advertising Alliance (“DAA”), please visit www.aboutads.info/choices. Some of our marketing partners may also participate in the Network Advertising Initiative (“NAI”). To learn more or to opt-out of IBA by NAI-participating

companies, please visit www.networkadvertising.org/choices.

How personal information is used and disclosed

We may use and disclose personal information we obtain through the Site to affiliates, vendors, advertising partners, and business partners for various purposes, including to: communicate with you; show you relevant advertising; provide the services you request, such as account registration or newsletter sign up; monitor and analyze trends, usage, and activities of Site visitors; and for security purposes, such as to protect against unauthorized disclosure of personal information, detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, and to prosecute those responsible for such activity.

We may also use and disclose personal information to meet our legal obligations, including to comply with laws, regulations, court orders, contract requirements, or to otherwise work with law enforcement or to assist in an investigation; to protect and defend our rights and property, or the rights or safety of third parties; to enforce our terms, this Policy, or agreements with third parties; or for crime-prevention purposes.

We may also use and disclose personal information in the course of a business transaction, including if we sell or transfer all or a portion of our business or assets (e.g., reorganization, dissolution, liquidation) and in connection with negotiations of such transactions.

Links and interactive features

When using the Site, you may come across links or interactive features related to third-party websites and services that we do not operate or control. If you provide your personal information to a third party through its websites or services, you will be subject to that third party's privacy practices, policies, and terms of use. This includes any online services operated by our vendors that provide us your personal information at your direction (such as certain portals or features provided by a vendor). For example, certain third-party interactive features may allow you to share Site content to your social media profile. This Policy does not apply to any personal information that you provide to a third-party website or service.

We may also engage vendors to provide certain interactive features on our Site. Your use of these interactive features is voluntary, and we may retain the information that you submit through these features. For example, we may offer an interactive chat feature on our Site to answer questions and for other customer service purposes. When you participate in the interactive chat through a virtual agent, the contents of the chat may be captured and kept as a transcript. By using these features, you understand that our vendors may process the information obtained through the feature to provide the service on our behalf.

Your choices

If you have a registered account, you may be able to log into that account to edit your profile information.



If you receive promotional emails from us, you may opt out by clicking the unsubscribe link included in our emails. Please note that we may still send you transactional and administrative emails, even if you opt out of marketing emails.

Data security

We use appropriate administrative, technical, physical, and organizational measures to safeguard your personal information against accidental or unlawful destruction, loss, alteration, or unauthorized disclosure of or access to Personal Information. However, no method of transmission over the internet is absolutely secure. As such, we cannot ensure or warrant the security of any information you transmit to us electronically.

Children's privacy

The Site is not directed at children under the age of 13 and we do not knowingly collect information from children under the age of 13 through the Site. If we become aware that we have received personal information from a person under the age of 13, we will delete it in accordance with applicable law.

Information for users outside the United States

If you are visiting the Site from outside of the United States, please be aware that information we obtain about you may be processed in the United States or in other jurisdictions. The data protection laws and regulations that apply to your personal information may be different from the laws in your country of residence. By using the Site, you acknowledge your personal information may be transferred to and processed in jurisdictions outside your own as described in this Policy.

Contact us

If you have questions about this Policy or our privacy practices, you may contact us at privacyoffice@bellin.org.