



MQii Website Privacy Policy

Updated August 5, 2019

The Malnutrition Quality Improvement Initiative (“MQii”) is an initiative of the Academy of Nutrition and Dietetics, Avalere Health, LLC, and other stakeholders who provided guidance and expertise through a collaborative partnership. Support for the MQii is provided by Abbott. Avalere manages the content placed on this Website (“the Site”) and receives and responds to all questions, requests for information, or forms submitted for additional information or for sites to join the MQii. Avalere does not own the Site. By using the Site you agree to the collection and use of your information by MQii in accordance with this Privacy Policy. If you do not agree with this Privacy Policy, then please do not use the Site.

WHAT INFORMATION DOES THE MQii COLLECT AND HOW IS IT USED?

Personal Data and/or Personally Identifiable Information (PII)

MQii may collect your personal data or PII for various purposes, such as, but not limited to, corresponding with you, informing you about your MQii Learning Collaborative membership request, providing you with access to the MQii Learning Collaborative members-only Web page, or other legitimate purposes.

“Personal data,” “personally identifiable information” and “PII” are terms that mean information gathered from an individual that can be used (entirely or connected to other information) to distinguish or trace an individual’s identity, such as (but not limited to) name, address, email address, server ID, employer name, and telephone number. If you are a resident or citizen of the European Union, please see the applicable provisions toward the end of this Privacy Policy, including the definition of “personal data” that may apply to you.

From the MQii Interest Form

To learn more about the MQii Learning Collaborative, enroll in the Learning Collaborative, and/or gain access to MQii Learning Collaborative members-only resources on the malnutritionquality.org Website, users are asked to voluntarily register and/or provide some limited personal information. The MQii asks users to provide their name, organization’s name, title, email address, phone number, and location (city and state).

From E-mail

Information sent by email to Avalere Health, a partner of MQii, is used to process the request or inquiry in the email.



HOW IS YOUR INFORMATION USED?

In addition to the above information, MQii may use data that is collected about you, or that you provide to MQii, in the following manner or for the following purposes:

To respond to your questions or other requests.
To determine eligibility for MQii Learning Collaborative membership and share enrollment materials.
To provide access to restricted parts of the Site such as the MQii Learning Collaborative members-only Web page.
To comply with applicable law(s) (for example, to comply with a search warrant, subpoena or court order) or to carry out professional ethics/conduct investigations.

HOW IS YOUR INFORMATION SHARED?

Except as provided below, MQii does not share your information with non-affiliated third parties without your express permission.

Service Providers/Trusted Vendors: MQii will disclose information to an outside party to manage a database of customer information. MQii requires that this outside company agree to keep confidential all information MQii shares with them and to use the information only to perform their obligations in the agreements.

MQii may need to release PII or personal data when required by law wherein there is a good-faith belief that such action is necessary to comply with a current judicial proceeding, a criminal investigation, a court order, or legal process served on the MQii Website. MQii may also share your personal information if it is deemed necessary in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of the terms of use, or as otherwise required by law.

External Links

The Website may contain links to other external Websites that do not fall under the domain of Malnutritionquality.org. MQii is not responsible for the privacy practices or the content of such external websites. The MQii does not endorse the content, products or services on other websites.



Security

This Website has security measures in place designed to protect the loss, misuse and alteration of the information under MQii's control.

Your Rights

You have the right to have your personal data erased. You have the right to request a copy of your personal data. You have the right to have your personal data collected corrected. You have the right to object to certain types of processing of your personal data. You can opt-out of certain uses of your personal data. You may request access to your data by sending an email to this address: malnutritionquality@avalere.com or calling 202.207.1300.

NON-PII OR NON-PERSONAL DATA

From General Users

As a general matter, Non-Personally Identifiable Information (non-PII) helps MQii determine how the Website is being used, helps to identify popular areas of the Website and helps determine the effectiveness of the promotional activities regarding the Website. The MQii does not collect any directly personally identifiable information (PII) from users browsing MQii's Websites. Only statistical data — such as the number of hits per page — is collected. This information is used only for internal and educational purposes and does not include any PII.

Cookies and IP Addresses

"Cookies" are small pieces of information stored by your browser on your computer's hard drive. They provide greater security for Websites that provide personalized information. Cookies are commonly used by websites to provide identification. The cookie you accept is uniquely yours and can be read only by the server that gave it to you. Most Web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them, which may impact how the website functions when you use it.

A unique number called an IP address identifies every computer on the Internet. Each time you connect to the Internet your machine is assigned an IP address. An IP address is a number that identifies each sender or receiver of information that is sent in packets across the Internet. You may also turn off cookies in your browser.

DATA RETENTION

The time periods for which MQii retains your personal information depend on the purposes for which it is used. MQii will keep your personal information for as long as your account is active, or as long as you are a registered member or account holder or user of our services or for as long as there is another business purpose to do so and, thereafter, for no longer than is required or permitted by law, or MQii's records retention policy, reasonably necessary for internal reporting and reconciliation purposes, or to provide you with feedback or information you might request. This period of retention is subject to MQii and Avalere Health's review and alteration. The information MQii collects may be stored and processed in servers in the United States and wherever MQii and affiliated service providers have facilities around the globe.



ADDITIONAL INFORMATION FOR NON-US RESIDENTS

GDPR

The following provisions apply to you if you are a European citizen or resident. All processing of your personal information is performed in accordance with privacy rights and regulations following the EU Directive 95/46/EC of the European Parliament and of the Council of 24 October 1995 (the “Directive”), and the implementations of the Directive in local legislation. As of May 25, 2018, the Directive and local legislation based on the Directive is replaced by the Regulations (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal information and on the free movement of such data, known as the General Data Protection Regulation (GDPR), and the processing will take place in accordance with the GDPR. For purposes of the GDPR, MQii will be the “data controller” of personal information (referred to in the GDPR as “personal data”, and which is defined differently in this Privacy Policy) collected through the Websites, unless MQii collects such information on behalf of a “data controller” in which case MQii will be a “data processor.” This Privacy Policy does not apply to websites, applications or services that do not display or link to this Privacy Policy or that display or link to a different Privacy Policy. For EU residents, to the extent any definition in this Privacy Policy conflicts with a definition under the GDPR, the GDPR definition shall control.

Your Rights

You have the right to have your personal data erased. You have the right to request a copy of your personal data. You have the right to have your personal data corrected. You have the right to object to certain types of processing of your personal data. You can opt-out of certain uses of your personal data. You may request access to your data by sending an email to the following address: malnutritionquality@avalere.com or calling 202.207.1300.