

Privacy Policy

REACHFORTHEHEART.COM PRIVACY STATEMENT - EDWARDS LIFESCIENCES

(Effective July 1, 2019 – United States)

Edwards Lifesciences Corporation and Edwards Lifesciences LLC (collectively “Edwards Lifesciences,” “our,” or “we”) recognize the importance of online privacy and are committed to protecting the privacy and privacy choices of visitors to our website www.reachfortheheart.com (“website”). This website is intended for residents of the United States. This Privacy Statement specifically describes our policies and practices on the collection, use, and storage of information on this website. For information on our privacy practices for other Edwards Lifesciences websites, please visit www.edwards.com/legal/privacypolicy.

Please note that we may offer links to other websites that are owned or controlled by third parties. This Privacy Statement applies only to www.reachfortheheart.com. We do not control or endorse the content of any third-party sites and cannot accept responsibility for the privacy practices of any websites not controlled by us. You will be notified when a link takes you to a site that is not owned or controlled by Edwards Lifesciences, and we encourage you to review the privacy policies of any third-party sites.

Click on any of the links below to visit the specific area of this Privacy Statement, or continue scrolling down to read this Privacy Statement in its entirety.

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INFORMATION WE COLLECT ON OUR SITES

We have designed our Sites so that visitors can navigate and view Site content without providing any personal information to us. This section describes information that visitors might choose to provide, as well as our practices for the automatic collection and use of non-personal information such as an IP address and a visitor's navigation through the Sites.

Consent to Processing in the U.S. and Elsewhere

Although this Site content is intended for a U.S. audience, any information that you provide will be available to Edwards Lifesciences affiliates and vendors around the world. This means that your information may be transmitted to a country other than your country of residence for processing or storage, and it may also be communicated to third parties hired by us to provide services. We have taken measures to ensure your personal information remains protected to the standards described in this policy, wherever it is processed. Your use of the website means you consent to these transfers.

Information You Provide

Through your use of the website, you may choose to provide us with personal information that identifies you or your family members. Personal information includes a person's name, email address, information about your family member's health or medical condition, or any other information that would allow Edwards Lifesciences to identify or contact you.

For example, you may choose to request additional information from us regarding heart valve disease, or complete an online discussion guide to facilitate communication with your physician. Patients who have experienced heart valve disease may share their own diagnosis and treatment journey.

In these instances, in order to fulfill your request, we may ask for personal information such as your name and email address.

Information We Collect Automatically

In order to improve the online experience, we routinely collect certain non-personal information about our visitors and their use of our Sites. For example, we record the IP address of each computer/device that logs onto our Sites. This IP address does not identify you personally, but it does allow us to maintain communication with your computer/device during your visit. It also allows us to identify the country you are visiting from, so that we may direct you automatically to the content that is appropriate for your country.

We also use “cookies,” which are small text files that are placed on your computer/device. Cookies allow us to identify your navigation of the Sites and any specific pages or information that you visit. Cookies also allow us to identify your computer/device the next time you visit so that we can bring you to information on the Sites that may be of particular interest. For aspects of the Sites that require registration, cookies allow us to remember your login information. In addition, we hire third parties to provide services for us, and these third parties may also place cookies on your computer.

Your Web browser allows you to disable these “cookies,” although you should be aware that some aspects of the Sites may not work efficiently without cookies.

We may place advertisements on third parties’ websites, and those advertisements may lead to www.reachfortheheart.com. These third parties may track website usage information, as well as information on “click throughs” from an advertisement to our Sites. This helps us understand the effectiveness of our advertising. This information is not personally identifiable.

HOW WE USE THE INFORMATION WE COLLECT

If you choose to provide personal information to us, we will use that information to fulfill your specific request, and to provide you with information and access to resources you have requested. This may include general information about heart valve disease, or to facilitate download of a questionnaire or doctor discussion guide.

If you choose to share your personal diagnosis and treatment story with us, we will contact you to discuss additional information and to describe how we will use the story to help educate others. We will get your consent for publication of your story.

We will also give you an opportunity to tell us whether we may use your personal information to send you other information about Edwards Lifesciences’ products, activities, or opportunities. If at any time you wish to “unsubscribe” from these communications, you may do so by clicking the “unsubscribe” link in the email or by completing this form. Edwards Lifesciences does not sell or otherwise provide personal information to third parties for the third parties’ marketing purposes.

We may use the device-related and analytics information we and our partners collect (about your computer’s/device’s IP address and through the use of cookies) during your future visits. This information allows us to direct you to specific content on the Sites that may be of interest and to remember your computer/device the next time you visit. If you visit multiple Edwards Lifesciences Sites, we may aggregate the information from your visits to better understand usage of our Sites.

We may also aggregate this device-related and analytics information we collect, which helps us to improve our Sites by monitoring interest in the various Site content and understanding how our visitors navigate the Sites. This information may also help us diagnose any problems with our Sites.

If you choose to provide personal information to us, we may combine that information with the non-personal information collected through IP address recognition and cookies, to help us understand your specific interests and to deliver pertinent information to you.

DISCLOSURE OF INFORMATION TO THIRD PARTIES

Edwards Lifesciences will never sell the information you share with us.

We also do not routinely disclose to third parties the information collected from the website. We do have third parties that perform services for us, and those third parties have agreed to maintain the privacy and security of any personal information they receive from us.

If a third party buys any of our group members or their assets, we may disclose information to that third party in connection with the sale. We will make clear to the third party that it may only use personal information it receives from us for the purposes for which it was originally intended.

In some instances, we may be required by law, subpoena, or court order to disclose information, and we will comply with these requirements.

This Site allows you the opportunity to share information to your social media pages, including Facebook and Twitter. Edwards does not control how those companies use personal information you post. We encourage you to review those companies' privacy policies before deciding whether to share content from this Site.

YOUR PRIVACY CHOICES

Do Not Track Signals/Online Tracking. Edwards Lifesciences does not track information across non-Edwards websites. Some Web browsers may be set to send a "Do Not Track" (DNT) signal to the websites you visit. This signal instructs the website to not collect information about your activities across different websites. We currently do not respond to DNT signals.

Receive information about Edwards. If you provide personal information to us, you may be asked whether you wish to “opt in” to future communications. If you choose to “opt in,” we may from time to time send you information about products or services. Even if you permit Edwards to send you additional information, you may change your mind at any time by completing this form or by following the instructions in any email communication we send you.

Cookies. As noted, your Web browser settings allow you to reject all cookies. Please be aware that the Site functions may not work well if you choose to do so.

Correcting or Changing Your Personal Information. If you wish to update or correct the personal information you have previously given us, please complete this form.

Removing Your Personal Information. You may request that Edwards Lifesciences delete your personal information by completing this form. Edwards Lifesciences will use commercially reasonable efforts to identify and delete your personal information, unless we are prohibited by law from doing so. Please be aware that, because information may be stored in multiple locations, it may not always be possible to identify every location where your information is stored, and in some instances it may appear in a non-erasable format.

CHILDREN'S PRIVACY

Edwards Lifesciences does not intend to collect personal information from children under age 13, without consent from the child’s parent or legal guardian. We do not share personal information of anyone under 13 years of age with anyone outside of Edwards (except where required by law, and to our agents who have committed to maintain data privacy).

Children under 13 years of age should not submit any personal information to us without the express permission of their parent or legal guardian. If you believe that your child has submitted personal information and you would like to request that their information be removed from our systems, please complete this form. We will make reasonable efforts to comply with your request.

OUR COMMITMENT TO DATA SECURITY AND PROTECTION

Edwards Lifesciences understands that the security of your personal information is of the utmost importance, and we work to maintain your trust. We use industry-standard technologies to protect the security of the information that we collect and that which you provide to us.

Despite these reasonable efforts to safeguard personal information from loss, theft, alteration, or other types of misuse, we cannot guarantee that such loss will never occur. There is always a risk that a third party, without our authorization, might unlawfully access our systems or otherwise access personal information.

IF YOU HAVE CONCERNS ABOUT YOUR PERSONAL INFORMATION

If you have any questions about this Privacy Statement or about your personal information, you may contact us through this form or at the below address:

Privacy Office
Edwards Lifesciences
One Edwards Way
Irvine, California 92614
privacy@edwards.com

If you wish to receive a response by email, please be sure to include your name, postal address, and email address. If we do not receive an email address, we will respond by postal mail.

CHANGES TO OUR PRIVACY STATEMENT

From time to time, we may revise our Privacy Statement. When we do so, the changes will be prominently posted on this section of our Sites, along with the date the changes were made.

Our intention is to use personal information in accordance with the Privacy Statement in place at the time the information was collected. If we change the way in which we use or share personal information, you will be given an opportunity to choose whether to allow us to use your information in those new or different ways.