

# Consumer Health Data Privacy Policy

**Effective Date: 6.13.25**

## 1. Introduction

This Consumer Health Data Privacy Policy ("Policy") applies to personal data defined as "Consumer Health Data" by the Washington My Health My Data Act, and any other similar state-level laws such as those in Nevada and Connecticut (collectively, "MHMD"), that is collected from you by Northwest Mothers Milk Bank ("NWMMB," "we," "us," or "our"). This Policy supplements the NWMMB [Privacy Policy](#). If there is a conflict between any other NWMMB policy, statement, or notice and this Policy, this Policy will prevail as to Consumer Health Data collected under MHMD. For the purposes of this Policy, unless otherwise noted, all references to NWMMB include the NWMMB's websites at <https://www.donatemilk.org/> and <https://www.mothersmilkbankofmt.org/>, together with such sites' subdomains, and any other interactions with NWMMB through which Consumer Health Data may be collected.

Consumer Health Data under MHMD means personal information that is linked or reasonably linkable to a consumer and that identifies the consumer's past, present, or future physical or mental health status. This Policy does not apply where an exception or exemption applies such as for Protected Health Information ("PHI") under the Health Insurance Portability and Accountability Act of 1996 ("HIPAA"). As a nonprofit that works extensively with hospitals and other HIPAA covered entities, some of the data NWMMB collects constitutes PHI under HIPAA and is therefore excluded from MHMD. We are providing this Policy for those circumstances when data we collect may not be HIPAA PHI.

## 2. Consumer Health Data We Collect

As described in our [Privacy Policy](#) and [Notice of Privacy Practices](#), the personal data we collect depends on the context of your interactions with NWMMB.

We may collect the following categories of personal information about you (and your infant, if applicable), which may be Consumer Health Data under MHMD:

- Health and lifestyle history;
- Blood screening results;
- Information about your health-related conditions, symptoms, status, diagnoses, testing, or treatments;
- Vital signs;
- Medication usage;

- Information transmitted with prescription information; and
- Other information that might be in your doctor’s chart notes and/or statement of medical need related to milk donation or receipt.

### **3. Sources of Consumer Health Data**

NWMMB does not collect your Consumer Health Data unless you voluntarily provide it to us. We collect personal information, including Consumer Health Data, from the following categories of sources:

- Directly from you when you use, or apply to use, our services;
- From third-party sources including your doctors and other medical providers;
- When you voluntarily provide it in an open text field, such as the “Message” box on the <https://www.donatemilk.org/contact-us> site.

### **4. Use of Your Consumer Health Data**

We use Consumer Health Data for the following purposes:

- To provide you with the services you have requested or authorized;
- To deliver our services;
- To ensure the secure and reliable operation of our services and the systems that support them including troubleshooting and improving the services;
- For essential business operations that support the provision of our services such as analyzing our performance and meeting our legal obligations; and
- Other purposes for which we give you choices or obtain your consent as required by law.

Where we require your consent to collect personal information for a specified purpose, a description of those purposes is provided to you at the time of collection.

### **5. Sharing Consumer Health Data With Third Parties**

NWMMB will only share your Consumer Health Data with employees and trusted partners and only for the services you have consented to or to the extent necessary to provide a product or service that you have requested or comply with applicable law. All such third parties are prohibited from using your Consumer Health Data except to provide these services to NWMMB and they are required to maintain the confidentiality of your Consumer Health Data.

As necessary for the purposes described above, we may share personal information, including Consumer Health Data, with following categories of third parties:

- *Affiliates.* We may enable access to affiliates, for example, where we share

common data systems or where access helps us to provide our services and operate our business.

- *Service providers.* Vendors working on our behalf may access Consumer Health Data for the purposes described above.
- *Partners.* We may share Consumer Health Data with other companies, for example, to facilitate milk-drop locations or otherwise facilitate milk donation or delivery.
- *Financial institutions & payment processors.* When you make a purchase or enter into a financial transaction, we will disclose payment and transactional data to banks and other entities as necessary for payment processing, fraud prevention, credit risk reduction, analytics, or other related financial services.
- *Government agencies.* We may disclose data to law enforcement or other government agencies when we believe doing so is necessary to comply with applicable law or respond to valid legal process.
- *Other third parties.* In certain circumstances, it may be necessary to provide data to other third parties, for example, to comply with the law or to protect our rights or those of our constituents.
- *The public.* You may select options available through our services to publicly display and disclose certain information, such as an endorsement, demographic data, content and files, or other data, which may include Consumer Health Data.

## **6. How to Exercise Your Rights**

MHMD provides certain rights with respect to Consumer Health Data, including the right to access, delete, or withdraw consent relating to your Consumer Health Data, subject to certain exceptions. You may exercise any of your rights by contacting us directly using the contact details found in this Policy. The written request should include sufficient information to verify your identity and specify the right you wish to exercise. For any questions or assistance, you may also reach out using the contact information below.

If your request to exercise a right under the MHMD is denied, you may appeal that decision by contacting us, noting “Appeal of My Health My Data Decision,” and we will escalate it. If your appeal is unsuccessful, you can raise a concern or lodge a complaint with your state’s attorney general. Complaint forms for Washington, Nevada, and Connecticut are available at [www.atg.wa.gov/file-complaint](http://www.atg.wa.gov/file-complaint); [https://ag.nv.gov/Complaints/CSU Complaints FAQ/](https://ag.nv.gov/Complaints/CSU_Complaints_FAQ/); and <https://portal.ct.gov/ag/common/complaint-form-landing-page>.

## **7. Changes to This Policy**

NWMMB reserves the right to change this Policy from time to time. For example, when there are changes in our services, changes in our data protection practices, or changes

in the law. When changes to this Policy are significant, we will inform you through this policy page.

## **8. Contact Information**

All notices or requests should be written and given by email and: (i) personal service (which, for the purposes of this Policy, must include courier/overnight delivery); or (ii) certified mail to:

Northwest Mothers Milk Bank

15875 SW 74th Ave

Tigard, Oregon 97224

[info@nwmb.org](mailto:info@nwmb.org) (please be sure to include “My Health My Data” in the subject line)