

RWJBARNABAS HEALTH FIND YOUR WAY MOBILE APPLICATION

PRIVACY NOTICE RWJBarnabas Health (“RWJBH”) offers the Find Your Way Mobile Application (“Find Your Way”), which is provided by Connexient Inc. (“Connexient”), as a wayfinding solution. Find Your Way assists patients, visitors and staff with driving directions, parking assistance and locating the quickest path to an appointment, office or building location.

This Privacy Notice describes the types of personal information that RWJBH and Connexient (collectively “we”) can access or collect. This Notice also describes how that information may be used, the third parties with whom the information may be shared with, and your choices in modifying or removing the information. RWJBH and Connexient will adhere to the policies and practices described in this Privacy Notice, as well as any applicable customer agreement as it pertains to personal information.

This Privacy Notice applies the RWJBH Find Your Way (“Find Your Way”) mobile applications and kiosk services.

How does RWJBH and Connexient access personal information?

RWJBH and Connexient may access, collect and store personal information if you download and use the Find Your Way mobile application. See Table A below for more detail.

The Find Your Way mobile application can be downloaded from the Apple and Google online stores. Table A below includes the analytics information that may be collected and that may be used to improve the functionality and performance of the mobile application and services. Any personal information is anonymized and aggregated with other information so that neither you nor your device can be identified. You do not need to register or sign in to access the application.

Table A : Analytic Information Captured for the RWJBH Find Your Way App	
Event	Information Captured
Open App	Number of times that a user opens the app.
Close App	Number of times that a user closes the app.
Directory	Information on What directory tile was selected (example: Rooms, Patient services, Parking).
Get Directions	Name of the location where you start and the destination location.
Browse Map	Information on date/time stamp when the user selected explore map option.
Show Point of Interest (POI) on the map	Name of the POI location user selected for navigating.
Route	Name of the location where you start and destination location selected for a route.
Route Destination	Name of the destination location.
Google Route	Address of the location where you start and destination location selected for a route.
Enter Area	Information on the Zone ID entered (Polestar geofence identifier).
Exit Area	Information on the Zone ID entered (Polestar geofence identifier).

Install	Counts the number of times that you open and close the mobile application.
Search Choice	Search criteria entered by the user to search for POI location (example: lounge, courtyard).
Star Rating	Rating selected by the user (Values 1 to 5).
Uncompleted Routes	Information on the last step completed in an uncompleted route.
Continue Button	Number of the times user has viewed the COVID 19 alert screen and has tapped on Continue button.

If you decide to use the Find Your Way mobile application to get driving directions, the mobile application will first ask you if you want to use your mobile device’s navigation tool – Google Maps, Apple Maps or Waze. If you consent, then the Find Your Way mobile application will transmit the street address where you are at when you start your route and the street address of your destination to your navigation tool. The mobile application accesses location services to enable you to launch a route from a shared link (Meet Me feature) or appointment reminder and to detect when you have arrived onsite and parking your car, even when the mobile application is closed or not in use.

Neither the Find Your Way mobile application nor Connexient access, collect or store this personal information, but Google Maps, Apple Maps and Waze might, so we encourage you to review their privacy notices to learn more:

- Apple Privacy Policy: <https://www.apple.com/legal/privacy/en-ww/>
- Google Privacy Policy: <https://policies.google.com/privacy>
- Waze Privacy Policy: <https://www.waze.com/legal/privacy/>

Once you arrive at your location, the Find Your Way mobile application will help you find a parking spot close to your appointment. After you park, the location of your car – its latitude, longitude and altitude – will be stored locally on your device until you drive away from the hospital/healthcare facility that you visited. The Find Your Way mobile application will ask if you want to delete this information from your device and the information is stored or deleted based on your choice. Neither the Find Your Way mobile application nor Connexient access, collect, use or store this personal information, but you should check your navigation tool’s privacy notice to learn whether the tool uses your parking information.

Does the Find Your Way mobile application access personal information or track me after I go inside the facility to my appointment?

After you enter a RWJBH facility, RWJBH uses Bluetooth Low Energy (“BLE”) beacons to transmit a signal to the Find Your Way mobile application on your device to guide you to your appointment. No user or device information is exchanged with BLE beacons, and the beacon’s signal is not stored on your device.

Find Your Way Services Available on Kiosks: RWJBH offers the Find Your Way service through kiosks available at some facilities. Neither RWJBH, Connexient or the kiosks access, collect, use or store your personal information. Your interaction is anonymous when using the service on a kiosk.

Changes to Privacy Notices

This Privacy Notice may be updated to reflect changes to information practices. You are encouraged to periodically review this page for the latest information on privacy practices.

Contacting RWJBH

If you have any questions about this Privacy Notice, please contact RWJBH at the following:

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West Orange, NJ 07052
888-724-7123
info@rwjbh.org

This Privacy Notice is effective as of August 1, 2023.