

## **WEBSITE PRIVACY POLICY**

Last Modified: April 25, 2017

Huntsville Cardiovascular Clinic, P.C. (“We”, “Us” or the “Practice”), is committed to protecting your privacy. We have created this Website Privacy Policy (this “Policy”) to explain why we collect certain information about you when you use this website, and how we protect the privacy of that information.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our website. By accessing or using this website, you agree to this Policy. This Policy may change from time to time. Your continued use of this website after we make changes is deemed to be acceptance of those changes, so please check the Policy periodically for updates.

The Practice is under no obligation to continue the operation of this website, and the Practice reserves the right to modify or discontinue use of this website, any of its pages or features, or functions offered through the website, at any time without notice. We may discontinue your access to the website at any time if we determine you have violated this Policy.

### **Types of Information We Collect and How We Collect It**

Three types of information are collected from our website:

- 1) Personal or “individually identifiable” information you provide to us, which may include your name, telephone number and email address;
- 2) Aggregate information regarding overall website traffic patterns; and
- 3) Information that is about you but individually does not identify you, such as information submitted to us through an online search forms on our website and information regarding your visits to our service partners who may advertise on our website.

We collect this information directly from you, when you provide it to us and automatically as you navigate through the site. Information collected automatically may include usage details, internet protocol (“IP”) addresses, and information collected through cookies.

This Policy does not apply to information collected by us offline or through any other means, including information we collect in the course of your treatment, if you are a patient of the Practice. This Policy does not apply to your personal health information.

We will not disclose, sell or rent your name or any personal information about you to any third party, except as set forth in this Policy. We use the aggregate information we collect to measure the number of visitors to the different pages and sections of our site, and to help us make our site more useful to visitors. The aggregate information we collect is not linked to personal information, and we do not report on individual user sessions.

### **Information You Provide to Us**

The information we collect on or through our website may include:

- 1) Information that you provide by filling in forms on our website. This includes information provided at the time of completing our online contact forms or when you make payments on our website. We may also ask you for information when you report a problem with our website.
- 2) Records and copies of your correspondence (including email addresses and phone numbers), if you contact us.
- 3) Your search queries on the website.

### **Information We Collect Through Automatic Data Collection Technologies.**

As you navigate through and interact with our website, we may use automatic data collection technologies (such as cookies) to collect certain information about your equipment, browsing actions, and patterns, including:

- 1) details of your visits to our website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the website.
- 2) information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically is statistical data and does not include personal information, but we may maintain it or associate it with personal information we collect in other ways or receive from third parties.

### **Cookies**

In order to improve our site on an ongoing basis, we use cookies to track your visit. The Practice also may use cookies to provide users with certain features available on our website. A cookie is a small amount of data that is transferred to your browser by a web server and can only be read by the website that gave it to you. It functions as your identification card. It is not a program and cannot be executed as code. Most browsers are initially set to accept cookies. You can set your browser to notify you when you receive a cookie – this gives you the chance to decide whether to accept it. You can use the website without cookies, but some functions of the website may be limited as a result.

### **Children Under the Age of 13**

Our website is not intended for children under 13 years of age. No one under age 13 may provide any personal information to the website. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this website or on or through any of its features, make any payments through the website, use any of the interactive features of this website or provide any information about yourself to us, including your name, address, telephone number, email address, or any other identifying information. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us using the information on our website.

### **Personal Information**

You do not need to give personal information to receive information from this site. There are instances online, however, when the Practice requests individually identifiable information from you. We may

retain this information for processing and to facilitate requests. Information you submit to us is treated in the same confidential manner as information you might provide in a written format such as an application.

*Contact Information:* first and last name, street address, city, province or state, postal or zip code, country, telephone number, e-mail address and other contact information. This information is used to process your applications, requests for information, and/or payments. We may also collect your name, email address and/or phone number through a fillable form on our website available for use to submit comments and questions to our Practice.

*Credit Card Information:* The Practice has engaged Payeezy to serve as our vendor for conducting safe and secure credit card and electronic check transactions for our customers. If you elect to use our online payment methods, you will be required to provide your payment information (including your credit card number, expiration date, confirmation codes and other information) to Payeezy for processing of your payment. Payeezy coordinates and routes sensitive customer information (including your payment data) through the credit card and electronic check processing networks. For additional information regarding the privacy of your sensitive payment data, please read the Payeezy Privacy Policy located at [https://www.firstdata.com/en\\_us/privacy.html](https://www.firstdata.com/en_us/privacy.html).

### **Disclosure of Your Information.**

We may disclose aggregated information about our users (meaning information that does not identify any individual) without restriction. We may disclose other information for any other purpose disclosed by us when you provide the information, or with your consent. We may disclose your personal information:

- 1) to comply with any court order, law, or legal process, including to respond to any government or regulatory request;
- 2) for billing and collection purposes; and
- 3) if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Practice, our patients, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

### **Links to Other Sites and Services**

The Practice is not responsible for the contents of any linked website, any link contained in a linked website or any changes or updates to such websites. We encourage you to read the privacy statements of each and every website that requests personal information from you.

### **Data Security**

We make every reasonable effort to ensure that your personal information remains as secure as possible. Accordingly, we prevent unauthorized access by a secure firewall and use of security technologies to protect the integrity and privacy of any personal information you provide.

As an additional security measure, your personal information is also encrypted during transmission. (Encryption is a common method used to protect transmission of sensitive data across the Internet.)

Although we endeavor to protect your personal information, the Practice cannot warrant the security of any information you transmit to us through online applications, and you do so at your own risk.

Depending on the nature of the inquiry, your communication could be discarded or archived. If you wish, you can contact us instead by telephone at the numbers provided throughout our site.

### **Effect of Policy**

By visiting our website, you are accepting the practices described in this Policy. Despite the measures described in this Policy, the confidentiality of any communication or material transmitted to or from us via this web page or the Internet cannot be guaranteed. The Practice reserves the right to change this Privacy Policy at any time. Our Policy will be kept up-to-date and posted on our website.

### **Changes to Our Privacy Policy**

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you through a notice contained on this page the date the privacy policy was last revised is identified at the top of the page. You are responsible for periodically visiting our website and this privacy policy to check for any changes.

### **Disclaimer of Warranties and Limitations on Liability**

Websites accessed over the internet and devices used to access those websites cannot be made completely secure from malicious intrusion attempts or other malicious activities. As such, we cannot ensure the security of your information during its submission to our website are or can be prevented. As a result, we make no guarantee as to the security or confidentiality of any information you transmit to, store on, or receive from this website, and you do so at your own risk. As such, we disclaim any and all warranties relating to your interaction with this website.

By accessing this website, you assume the risk of transmitting your personal information through this website, as well as the risk for any interception, intrusion, unauthorized access or delays, interruptions or failures preventing the use of the website. In no event shall the Practice be liable for any direct, indirect, consequential or monetary damages, regardless of whether the Practice was informed of the possibility of such damages.

### **Terms of Use**

By using this website, you agree to the terms of this Policy and further agree that you will not:

- transmit any content to the website that may infringe upon the rights of any third party;
- use this website in violation of any applicable Federal, state, local, international, or other laws; or
- attempt to disable, intercept communications to or from, access information stored on, interfere with the functioning of, or otherwise attempt to use this website in any manner other than the uses

### **Contact Information**

To ask questions or comment about this privacy policy and our privacy practices, contact us at (256) 880-1050.