

# Privacy Policy

Last modified: September 10, 2024

## Website Privacy Policy and Notice of Privacy Practices

At Adult & Pediatric Dermatology, PC, we are committed to protecting and preserving your privacy. This policy, together with our **Terms of Use and Conditions**, sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. By using our website (<https://www.apderm.com/>)(“Site”), you are accepting the practices described in this privacy policy and **HIPAA Notice of Privacy Practices** (privacy policy).

This policy applies to information we collect:

- On this Site.
- In email, text, and other electronic messages between you and this Site.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by Company or any third party; or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Site
- By using this Site, you consent to the use of information that you provide us in accordance with this privacy policy. We do update this privacy policy from time-to-time, so please review our privacy policy regularly. If we materially alter our privacy policy, we will notify you of such changes by posting a notice on our Site. Your continued use of the Site will be deemed your agreement that your information may be used in accordance with the new policy. If you do not agree with the changes, then you should stop using the Site and you should notify us that you do not want your information used in accordance with the changes.

## Website Privacy Notice

Please read this privacy policy carefully to fully understand how we collect, share, and protect information about you. This policy is incorporated into and is a part of the terms of use and conditions of this Site. To access the terms of use and conditions, click here: [Terms of Use and Conditions](#).

In some cases, the information you provide to us (for example your health information) will be subject to our HIPAA Notice of Privacy Practice. Under HIPAA you have certain rights with respect to any access to, use of, or disclosure of your information covered by HIPAA. Please read our HIPAA Notice of Privacy Practices for additional information about how we may use and disclose your health information.

By accessing and using the Site, you agree that you have read and understand this privacy policy and that you accept and consent to the privacy practices and uses or disclosures of information about you that are described herein.

In order to deliver personalized and relevant information to you through our Site, we collect certain information from users.

## **Information We Collect**

In operating our Site, we may collect and process the following data about you:

i. Details of your visits to our Site and the resources that you access, including, but not limited to, traffic data, location data, weblogs and other communication data, including your IP address, the date and time you accessed or left the Website and which pages you viewed. Some parts of our site use cookies and other technologies to collect this information about your general internet usage. See section below ‘How We Use Cookies’ to learn more.

ii. Information that you provide directly to us by filling in forms on our Site:

- If you choose to sign up for a newsletter, you will be required to provide your name and e-mail address
- If you choose to book an appointment online at one of our sites, you will be required to provide your name, date of birth, legal sex, phone number, e-mail address, zip code, appointment information, and any questions and/or comments you would like to share with us
- If you choose to submit an online request for medical records, you will be required to enter your email, demographic information, and answer questions about the information you are requesting

We collect several types of information from and about users of our Site, including information:

- By which you may be personally identified, such as name, postal address, e-mail address, telephone number, or any other identifier by which you may be contacted online or offline;
- That is about you but individually does not identify you; and/or
- About your internet connection, the equipment you use to access our Site, and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the Site. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, or other tracking technologies.
- From third parties, for example, our business partners.

iii. Information provided to us when you communicate with us for any other reason.

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

- Information that you provide by filling in forms on our Site. This includes information provided at the time of registering to use our Site, subscribing to our service, or

otherwise inquiring or requesting services. We may also ask you for information [when you enter a contest or promotion sponsored by us, and] when you report a problem with our Site.

- Records and copies of your correspondence (including email addresses), if you contact us.
- Details of transactions you carry out through our Site and of the fulfillment of your orders. You may be required to provide financial information before placing an order through our Site.

### **How We Use Tracking Technologies**

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

- Details of your visits to our Site, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Site.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Site.
- **Web Beacons.** Pages of our the Site may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or (opened an email) and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

### **Use of Your Information**

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Site and its contents to you.
- To provide you with information, products, or services that you request from us.
- To fulfill any other purpose for which you provide it.
- To provide you with notices about your account.

- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Site or any products or services we offer or provide through it.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

## **Security**

To ensure that your information is secure, we have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. Any payment transactions and other information will be encrypted using SSL technology.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Site, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Site. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Site.

## **Disclosing Your Information**

Where applicable, we may disclose your personal information to any affiliated business entities or third parties necessary to provide products and services to you. This includes, where applicable, our subsidiaries, our holding company and its other subsidiaries (if any), as well as third parties involved in the administration and operation of our products and services. We may also disclose your personal information to third parties:

- i. Where we sell any or all of our business and/or our assets to a third party
- ii. Where we are legally required to disclose your information
- iii. When we are contractually obligated to disclose it

## **Third Party Website and Interaction**

By accessing other third-party websites or applications through our Site, you are consenting to the terms and privacy policies of those websites. We do not accept any responsibility or liability for their policies whatsoever as we have no control over them.

## **Users Only of Legal Age of Majority**

Our Site is designed and intended for those who have reached the age of majority (18 years of age). By using our Site, you affirm that you are at least 18 years of age or older. We are not liable for any damages that may result from a user's misrepresentation of age.

Our Site is not intended for children under 13 years of age. No one under age 13 may provide any personal information to or on the Site. 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 Site, register on the Site, make any purchases through the Site, or otherwise provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or username you may use. 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.

### **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, and you have an account with us, we will notify you by email to the email address specified in your account. Otherwise, the date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Site and this privacy policy to check for any changes.

### **Contacting Us**

We welcome any queries, comments, requests or complaints you may have regarding this privacy policy and HIPAA Notice of Privacy Practices. Please do not hesitate to contact us at:

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