

PALMETTO FAMILY HEARING CENTER PRIVACY POLICY

Palmetto Family Hearing Center respects your right to privacy. We have developed this Privacy Policy to inform you of the data gathering and dissemination practices applicable to our web site. By using Palmetto Family Hearing Center's website and services you are accepting the practices described in this Privacy Policy. If you do not agree with any terms, please do not use this site or submit any personal information.

NOTE: Palmetto Family Hearing Center does not act on behalf of, nor is an agency or business associate of, any of the manufacturers referenced on this website, who are independent companies.

Information posted to the Site may not be protected by any federal or state confidentiality, privacy, or security laws, including the administrative simplification provision of the Health Insurance Portability and Accountability Act of 1996 and its implementing regulations (HIPAA). This Site is not intended to be, and must not be taken to be, the practice of medicine or the practice of other health care services by Palmetto Family Hearing Center. Use of the Site and the Services does not create a physician/patient, provider/patient, confidential, or privileged relationship, or any other relationship that would give rise to any duties on the part of Palmetto Family Hearing Center.

From time to time, Palmetto Family Hearing Center may find it necessary or be legally obligated to revise this Privacy Policy as we add new products and services, as we improve our current offerings, and as technologies or the law change, or for other reasons. If we make revisions that change the way we collect or use your personally identifiable information, those changes will be posted in this Privacy Policy, the effective date will be noted at the end of the Policy, and we will post clear and conspicuous notice of the changes. Therefore, you should review this policy periodically so that you are up to date on our most current policies and practices.

What Information Does Palmetto Family Hearing Center Gather and how is it Gathered?

Generally: When you visit our web site, we may automatically collect non-personally identifiable information from you, such as IP host address, web pages viewed, browser type, operating system, referring service, search information, device type, page views, usage and browsing habits on the Service and similar data. We may also aggregate demographic information collected from our users (such as the number of users in a particular geographical location) in a manner which does not identify any one individual. We may also aggregate information collected offline in connection with the Service, obtain non-personally identifiable information from third party sources and develop aggregate information by anonymizing previously collected personally identifiable information.

It is possible at times when collecting non-personally identifiable information through automatic means that we may unintentionally collect or receive personally identifiable information that is mixed in with the non-personally identifiable information. While we will make reasonable efforts to prevent such incidental data collection, the possibility still

exists. If you believe that we have inadvertently collected your personal information, please notify us at info@palmettofamilyhearing.com.

We may ask you for, or you may voluntarily submit, personally identifiable information when you are using the Service. The personally identifiable information which you may provide to us could include, but is not limited to:

- Your name
- Your contact information (including, without limitation, address and email address);
- Your IP address; and
- Other personal information.

We collect this information to respond to requests from users, customize our features for individual visitors who are Palmetto Family Hearing Center patients and to notify patients about updates to our site and products or services.

Cookies: We use a standard Internet technology called “cookies” to store and track visitor information. A cookie is a small text file that is automatically stored on your computer for future retrieval. Cookies allow us to, among other things, count the number of unique visitors to the site to measure traffic patterns on our site, personalize a user experience to our site and facilitate the login for registered members. We also use web beacons (invisible images often referred to as pixel tags or clear GIFs) on our sites in order to recognize users and assess traffic patterns, and we include web beacons and cookies in our e-mail messages, including newsletters, in order to count how many e-mail messages have been opened.

Other Site Features: Certain other features such as “send this link to a friend,” or any feature of substantially the same functions, may also require us to collect personally identifiable information, such as the name and e-mail address of both the sender and the recipient.

Some of the features on this Website allow you to communicate with us using an online form. If your communication requests a response from us, we may send you a response via e-mail. The e-mail response or confirmation may include your personal information, including your name, address, etc. We cannot guarantee that our e-mails to you will be secure from unauthorized interception.

How Do We Use and Disclose Your Information?

Traffic Analysis: To ensure what we offer matches your needs, we may provide third parties with aggregate statistics about our customers, traffic patterns, and related site information. This data reflects site usage patterns gathered during thousands of Member visits to our Web site each month but does not contain behavioral, personal, or identifying information about any individual member, unless that member has given us permission to share that information.

Occasionally, we may also use the information we collect to notify you about important changes to our Web site, new services, and special offers we think you will find valuable.

Service Providers: We may use other companies to perform services including, without limitation, facilitating some aspects of our web sites, sending e-mail, fulfilling purchase requests, and serving, customizing or delivering marketing or ads. These other companies may be supplied with or have access to your information solely for the purpose of providing these services to us or on our behalf. They do not have any independent right to use or disclose your information.

Analytics and Conversion Tracking: We may use analytics services that use cookies, javascript and similar technologies to help us analyze how users use the Service. The information generated by these services about your use of the Service (including your IP address or a truncated version of your IP address) is transmitted to and stored by analytics service providers on their servers. Those service providers will use this information for the purpose of evaluating your, and other users', use of the Service, compiling reports for us on website activity and providing other services relating to website activity and Internet usage.

We may collect information about your computer, including your IP address, operating system and browser type, for system administration and in order to create reports. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

For example, we use cookies on our site for Google Analytics (the "Analytics Service"). The Analytics Service is a web-based analytics tool that helps website owners understand how visitors engage with their website. The Analytics Service customers can view a variety of reports about how visitors interact with their website so that they can improve it.

Like many services, the Analytics Service uses first-party cookies to track visitor interactions as in our case, where they are used to collect information about how visitors use our site. We then use the information to compile reports and to help us improve our site.

Cookies contain information that is transferred to your computer's hard drive. These cookies are used to store information, such as the time that the current visit occurred, whether the visitor has been to the site before and what site referred the visitor to the web page.

The Analytics Service collects information anonymously. They report website trends without identifying individual visitors. You can opt out of the Analytics Service without affecting how you visit our site. For more information on opting out of being tracked by Google Analytics across all websites you use, visit:
<https://tools.google.com/dlpage/gaoptout>.

We may also use Google conversion tracking and/or similar services to help us understand your and other users' use of the Service.

Legal Process: We may share personal information about you to respond to subpoenas, court orders, or other legal process, or to exercise our legal rights or defend against legal claims.

How Do You Opt In or Opt Out of Contact With Us?

Palmetto Family Hearing Center gives you the option to remove all your information, at any time, from our database. If you don't want to receive any form of direct contact from us, whether it is e-mail, information on discounts or promotional offers, or you want us to remove all your information, please send a letter or e-mail info@palmettofamilyhearing.com.

Violation of Law, Rule, or Regulation

The conditions enumerated above will not apply in the event that you engage in certain improper conduct. Specifically, Palmetto Family Hearing Center shall have the right to use or release to third parties personally identifiable information regarding users who use this or any other site on the World Wide Web for any fraudulent purpose, or who otherwise violate any law, rule, or regulation, or who engage in conduct which Palmetto Family Hearing Center deems improper.

How Do We Protect Children Who Visit Our Site?

We will not knowingly collect personally identifiable information from children (e.g., under the age of 13). Where appropriate, we will take reasonable measures to inform children NOT to submit such information to our site or in response to advertisements on our site. If we become aware that we have inadvertently received personal information from a visitor under the age of thirteen on the Site, we will delete the information from our records.

If a child has managed to provide us with such information; the child's parent or legal guardian should send a letter or e-mail to info@palmettofamilyhearing.com.

How Do We Ensure Security for Transmission of Information?

The security of your personally identifiable information is very important to us. When we collect your personally identifiable information online, we use reasonable efforts to protect it from unauthorized access. However, due to the inherent open nature of the Internet, we cannot guarantee that your personally identifiable information will be completely free from unauthorized access by third parties such as hackers and your use of our Service demonstrates your assumption of this risk. We have put in place reasonable physical, electronic, and managerial procedures to safeguard the information we collect against loss, theft and unauthorized use, disclosure or modification. We utilize encryption/security software to safeguard the confidentiality of personal information we collect. This software provides a limited degree of protection against unauthorized access or disclosure, as well as accidental loss, alteration, or destruction. Only those employees who need access to your information in order to perform their duties are authorized to have access to your personally identifiable information. Our policy does not extend to anything that is inherent in the operation of the Internet, and therefore beyond our control, and is not to be applied in any manner contrary to applicable law or governmental regulation. For more information on protecting your privacy, please visit www.ftc.gov/privacy.

Consent

We want you to be aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it or any portions thereof. By using Palmetto Family Hearing Center you consent to the collection and use of information by Palmetto Family Hearing Center in the manner described and explained above.

Exceptional Circumstances

Please note that if Palmetto Family Hearing Center is sold or disposed of, whether by merger, sale of assets or otherwise, the relevant customer database of Palmetto Family Hearing Center could, in whole or in part, be sold or otherwise transferred to a third party as part of that transaction. There may be instances when we may disclose your information without providing you with a choice in order to protect our legal rights or those of our affiliates, or those of our or our affiliates' employees, agents and contractors; to protect the safety and security of visitors to our web sites; to protect against fraud or for risk management purposes; or to comply with the law or legal process.

How to Contact us regarding your Privacy Concerns

If you have any questions, comments or concerns about our Privacy Policy, you may contact us via a letter or e-mail to info@palmettofamilyhearing.com.

Please describe in as much detail as possible any concerns or complaints you may have involving this Privacy Policy. We will investigate your complaint promptly.

Effective Date

This Privacy Policy was last updated on 6/14/2019.