

## **PRIVACY POLICY**

Bright Future Pediatrics, LLC (the "Clinic") is committed to respecting Your privacy. Should You choose to provide us with any personal information, it will only be used by the Clinic to conduct official business and personal information obtained through the Clinic's web site will not be disseminated to any unaffiliated third party, except as required by law.

## **DEFINITIONS**

"Non-Personal Information" (NPI) is information that is in no way personally identifiable and that is obtained automatically when You access our Website with a web browser. "Personally Identifiable Information" (PII) is non-public information that is personally identifiable to You and obtained for us to provide You with a product or service. PII may include information such as Your name, address, phone number, credit card information, and other related information that You provide to us.

## **OUR COMMITMENT TO YOUR PRIVACY**

Our Privacy Policy tells You what PII we may collect from You, how we may share Your PII, and how You can limit our sharing of Your PII. The Clinic is committed to the security and privacy of all our customers. We take Your privacy seriously, and we will work with You to ensure that You have an enjoyable online experience. The Clinic and our affiliates respect Your privacy and recognize the need for appropriate protection and management of Your PII You share with us.

We collect no personal information about You unless You voluntarily participate in an activity that asks for information (i.e., sending an email, filling out a web form or participating in a survey). If You choose not to participate in these activities, Your choice will in no way affect Your ability to use any other feature of the MDH Website. If PII is requested on the Website or volunteered by the user, state and federal laws may protect it.

You are cautioned that the collection of personal information requested from or volunteered by children online or by email will be treated the same as information given by an adult in that it may be subject to public access, but we do not knowingly collect PII from a child.

## **INFORMATION WE COLLECT**

We collect PII when You register to request information about our inbound marketing services, schedule an event or otherwise voluntarily provide such information. This information includes the following categories:

1. Personal Contact Information
2. Topics of interest

3. Industry Information
4. Company Information

Generally, You control the amount and type of information You provide to us when using our Website. As a visitor to our Website, You can browse our Website to find out more about us. You are not required to provide us with any PII as a Visitor.

We offer You choices when we ask for PII, whenever reasonably possible. You may decline to provide PII to us in our registration forms and/or refuse cookies in Your browser, although some of our features or services may not function properly as a result. We make good faith efforts to provide You access to Your PII upon request and to let You correct such data if it is inaccurate and delete it, when reasonably possible.

### **COOKIES AND INFORMATION GATHERING**

Like many other Websites, portions of the Clinic's Website may use messages given by web browsers to web servers, commonly known as cookies, which can be used to provide You with tailored information from a Website. A cookie is an element of data that a web site can send to Your browser, which may then be stored on Your computer system. This element of data is a piece of text, not a program. Cookie information that the Clinic collects is from previous visits to Website. This is to enable the Site to provide more accurate and helpful information to You.

By using the Website, You agree to accept cookies sent by the Clinic's Website. You can disable this web capability by simply selecting the preferences within Your browser. As noted above, other sites linked to the Website may also send cookies; however, the Clinic doesn't control such activities.

We may use the PII You provide to us, along with any computer information we receive, to provide our Website to You as well as to make improvements to it.

We may use PII to communicate with You in providing requested services.

### **COMMUNICATIONS AND EMAIL ALERTS**

When we communicate with You, we will use the email address or mobile phone number You provided when registering. We may also send You emails or texts with promotional information about our Website or offers from us or our affiliates, unless You have opted out of receiving such information. You can change contact preferences at any time through Your account. You can opt-out of promotional messages, You also opt-out of receiving Website alerts.

### **THIRD PARTY HOSTING AND SHARING**

We do not sell, rent, or otherwise provide Your PII to third parties for marketing purposes. We may use Your NPI for data aggregation purposes which might be sold to other parties at our discretion. Any such data aggregation would not contain any of Your PII. We may also contract with one or more third parties to maintain and host the Website. Therefore, any information You submit, including personal information, may be placed, and stored on a computer server maintained by this third party. Your use of the Web site and any provision of personal information You submit to the Web site constitutes Your acknowledgement that such information or content could pass through and may be stored in servers outside our control. You agree that the Clinic has no liability or responsibility for any such pass through or storage of same.

We may be legally required to disclose Your PII, if such disclosure is (a) required by subpoena, law, or other legal process; (b) necessary to assist law enforcement officials or government enforcement agencies; (c) necessary to investigate violations of or otherwise enforce our Legal Terms; (d) necessary to protect us from legal action or claims from third parties including You and/or other Members; and/or (e) necessary to protect the legal rights, personal/real property, or personal safety of our company, our Users, employees, and affiliates.

## **OTHER RELEVANT TERMS**

*Limited Liability.* You assume the sole risk of transmitting Your information as it relates to the use of this Website, and for any data corruptions, intentional interceptions, intrusions or unauthorized access to information, or of any delays, interruptions to or failures preventing the use this Website. In no event shall the Clinic be liable for any direct, indirect, special, consequential or monetary damages, including fees, and penalties in connection with Your use of materials posted on this site or connectivity to or from this site to any other site.

*Disclaimer.* The Clinic's Website may have links to other sites. When You go to another site, You are no longer on the Clinic's Website and this Privacy Notice will not apply. When You link to another Website, You are subject to the privacy policy of that new site.

*Changes to the Clinic's privacy policy.* We reserve the right to change this privacy policy at any time. If our company decides to change this Privacy Policy, we will post those changes on our Website, so our users and customers are always aware of what information we collect, use, and disclose.

*Questions about the Clinic's privacy policy.* If You have any questions about our Privacy Policy, please contact us using the information found at the beginning of this policy. If You would like to access or change Your PII, withdraw Your consent, or make inquiries or complaints in relation to this Policy and High Five Media's privacy practices, You may send us an email or use the Contact Us information on our Website, or using the information found at the beginning of this policy.