

# PRIVACY POLICY – CARE+PEDIATRICS URGENT CARE

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# PRIVACY POLICY – CARE+PEDIATRICS URGENT CARE

## **Introduction**

Care+Pediatrics Urgent Care (“**Care+**”, “**we**”, “**our**”, or “**us**”) both respects, and is committed to protecting, your privacy when we provide services to you through either our website<sup>1</sup> or through other electronic means (our “**Services**”). This Privacy Policy (“**Policy**”) describes what personally identifiable information we collect, retain, and disclose, as well as how we protect the same, when we provide such Services.

Importantly, this Policy applies *only* to personally identifiable information we collect through Services defined above. This Policy does *not* apply to information collected either:

- By us either offline or through means other than the Services defined above, including on any other website operated by any third party (including our affiliates and subsidiaries) that does not link to this policy; or
- By any third party (including our affiliates and subsidiaries), through any application or content (including advertising) that may link to, or be accessible either from or through, the Services.

Additionally, this Policy supplements (and therefore does not replace) any privacy policy that you receive from us at the time of your appointment, which governs personally identifiable information collected in person.

If you have any questions about what the Policy applies to or other general questions about this Policy, you may contact us at [info@carepluspediatrics.com](mailto:info@carepluspediatrics.com).

## **Personally Identifiable Information We Collect**

### ***What is “Personally Identifiable Information”?***

While the precise definition of “Personally Identifiable Information” or “personal data” varies by state, generally, such information is that which identifies, relates to, or describes, directly or indirectly, you as an individual, e.g., your name, email address, telephone number, home address, payment information, or other identifying information that may be used to identify you and contact you online or offline (“**PII**”).

### ***What “PII” Do We Collect?***

The types of PII we may either collect or process when we provide the Services to you include the following:

- ***Account and contact information.*** Account and contact information that we collect may include one or more of the following: name; home address; work address; email address; phone number; any other contact information you elect and consent to provide to us electronically.

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<sup>1</sup> <https://www.carepluspediatrics.com/>

- ***Payment information.*** Payment information that we collect may include the following: credit card information, debit card information, or any other payment information you choose to provide to us via the Services described above.
- ***Demographic information.*** Demographic information that we collect includes the following: your age; gender; current employment information; education; and family or marital status, if you have consented to such information collection by providing such information to us via the Services described above.
- ***Location information.*** Location information that we collect includes the following: general geographic location such as country, state or province, or city, if you have both enabled and consented to location information collection electronically and/or provided the same to us via the Services described above.
- ***Identity document information.*** Identity document information that we collect includes the following: as Social Security and driver's license numbers if you have consented to such information collection by providing such information to us electronically.
- ***Usage Data.*** Usage Data that we may collect relates to information collected through your use of electronic devices capable of accessing the internet (*e.g.*, your computer, cell phone, etc.) Internet Protocol address (*e.g.*, IP address); this may include information such as browser type, browser version, what parts of our Website you visit and when, the time spent on those pages, unique device identifiers, and other diagnostic data.

If we combine or connect non-personal statistical or technical data with PII so that it either directly or indirectly identifies an individual, we treat the combined information as PII.

Some of the PII identified above (*e.g.* identification document information, certain geolocation information, and health information) may be considered sensitive data under certain laws. If PII qualifies as “sensitive data” under applicable law, we will collect and process such PII only with your consent. *See How We Collect “Collected PII”* for more information about how such consent is obtained.

If you choose *not* to provide or allow us to collect some PII, we may not be able to provide you with requested features, services, or information typically available through our Services.

### ***Children's and Minors' Data***

Our Services are neither intended for, nor do we knowingly collect any PII from, children under the age of 18 via our Services. We only knowingly collect PII relating to a child and/or a minor from either the parent or guardian of that child and/or minor. If we learn we have inadvertently either collected or received information from a child under 18 years old (personal or otherwise) without verification of parental consent, we will delete all such information.

### **How We Collect “Collected PII”**

The following describes PII that we collect from you either directly or automatically when you utilize or access our Services (hereinafter “**Collected PII**”):

### ***You Provide PII to Us Electronically***

When you either utilize or access our Services and provide PII through such interactions, we collect certain PII: *e.g.*, when you provide PII to us via e-mail (or by some other means of electronic submission) or when you electronically submit questions or information to us and provide PII in such electronic communications.

**BY PROVIDING PII TO US ELECTRONICALLY, YOU ARE CONSENTING TO CARE+ COLLECTING, USING, AND RETAINING THAT SAME PII AS SET FORTH IN THIS POLICY—INCLUDING BUT NOT LIMITED TO PII THAT QUALIFIES AS “SENSITIVE DATA” UNDER APPLICABLE STATE LAW.**

Information on how to “opt out”—to any extent—of any Collected PII as the same applies to you, personally, can be found below under “*Your Rights Regarding Collected PII.*”

### ***PII that Is Collected Automatically Through Our Services***

As you navigate through, and interact with, our Services, we may use automatic data collection technologies to collect information that may include PII. PII that is collected automatically may include usage details, IP addresses, operating system, and browser type, and information collected through cookies, which may include details of your interactions with our Services and other communication data.

To the extent any of these automated technologies are considered targeted advertising or profiling, under applicable laws, depending on where you live, you may opt out from use of these automated technologies for such uses by following the steps provided below under “*Your Rights Regarding Collected PII.*”

PII collected using automatic collection technologies helps us to improve our Services and to deliver a better, more personalized experience to you and our other clients.

### ***PII Collected Through Cookies***

The technologies we use for this automatic data collection may include “cookies.” A cookie is a small file placed on your device when you interact with the Services. **You may either refuse to accept or disable cookies by activating the appropriate setting on your browser or device.** However, if you select this setting, you may be unable to access certain features of the Services.

### ***PII Collected Through Third Parties***

Additionally, when you use our website, certain Services will link you to other websites that belong to third parties. Once you leave our website, you are subject to the privacy policy for the site(s) you are visiting. **We do not control these third parties’ tracking technologies or how they may be used.** If you have any questions about an advertisement or other targeted content that may occur when you access a third party’s website, you should contact the responsible provider directly. Below is a non-exhaustive list of third-party affiliates with which you may interact through our Services:

### *Athena Health*

We work with Athena Health to provide our clients with a means to securely access electronic health records. As such, throughout Services, you may be routed to Athena Health's website and thus be subject to its Privacy Policy, which may be found here: [\*Athena Health's Privacy Policy\*](#)

### *High Five Media*

In our effort to best serve our clients and to both enhance and improve our Services, which includes optimizing our Website's functionality and better identifying our clientele and their respective needs, we work with agencies such as High Five Media. High Five Media's Privacy Policy can be accessed here: [\*High Five's Privacy Policy\*](#)

### *Solv Health*

Solv Health is a third-party affiliate with which we work to provide you with the best, most convenient care and client experience. When you access our Services to schedule an appointment, you may be routed to Solv Health's website and thus be subject to Solv Health's own Privacy Policy, which may be found here: [\*Solv Health's Privacy Policy\*](#)

## **How We Use Collected PII**

When you visit our Website, you do not have to provide PII. However, if you choose to provide information that qualifies as Collected PII, how we may use, and how long we may retain, such Collected PII depends on that which is collected and why.

The following categories describe examples of the way we may use and disclose Collected PII:

### *Collected PII Used/Disclosed for Treatment:*

We may use Collected PII to provide you with treatment. For example, we may disclose Collected PII to our medical staff who are involved in taking care of you at our facility. Different departments of our facility also may share Collected PII about to coordinate different treatment you may need.

### *For Payment:*

We may use and disclose Collected PII to either bill and/or collect payment from you, your insurance company, or a third-party payer. For example, we may need your social security number to give to your insurance company, and if you provide that Collected PII via e-mail, such may be subsequently disclosed to your Insurance company for the purpose of payment and insurance coverage related to your treatment. If you fail to pay amounts you owe to us following services provided to you, we may turn over certain Collected PII to a collection agency, but will not turn over any Collected PII that qualifies as health-related Collected PII.

### *For Health Care Operations:*

Members of our medical staff and/or quality improvement team may use Collected PII that is now in your health record to assess the care and outcomes in both your case and other, similar cases. Results would be used to continually improve the quality of care for all patients we serve.

*Other Reasons we may use and disclose Collected PII:*

- ✓ To remind you that you have an appointment;
- ✓ To assess your satisfaction with our services;
- ✓ To tell you about possible treatment alternatives;
- ✓ To tell you about other potential services that may benefit you;
- ✓ For conducting training programs or reviewing competence of health care professionals; and
- ✓ Notify you when Services updates are available and about changes to any products or services we offer or provide through them.
- ✓ For any other purpose we may describe when you provide the Collected PII.
- ✓ For any other purpose with your consent.

We retain Collected PII for different periods of time depending on the purpose for which we have collected it. For example, if you choose to provide us with PII through an e-mail message, request for information, paper or electronic form, questionnaire, customer satisfaction survey, etc., we will retain and access such Collected PII only as long as needed to respond to your question or to fulfill the stated purpose of the communication.

We will not retain Collected PII for longer than necessary to fulfill the understood collection purpose unless a longer retention period is required to comply with legal obligations. Also, there may be technical or other operational reasons where we are unable to delete or de-identify Collected PII. When this is the case, we will take reasonable measures to prevent further processing of such Collected PII.

### **Who Has Access to Collected PII**

When we retain Collected PII, only certain Care+ personnel will have access to the same. Specifically, medical assistants and managerial staff with the need to know such Collected PII as well as any necessary support personnel that may need to access such Collected PII for its stated purpose.

While we will never sell Collected PII, we may share certain Collected PII to certain third parties, including our subsidiaries and affiliates, if doing so is both permissible and either addresses or furthers the stated collection objective described in this Policy. Third parties that may have access to Collected PII for these reasons may be contractors, service providers, and other third parties we use to support our organization.

### **How We Protect Your Personal Data**

While we retain Collected PII, we use commercially reasonable administrative, physical, and technical measures designed to protect such data from either accidental loss or destruction as well as from unauthorized access, use, alteration, and disclosure.

Additionally, the level of protection provided to Collected PII will depend on whether the PII is sensitive information and thus requires additional security measures (e.g., encryption and other security measures for transmission).

However, no website, mobile application, system, electronic storage, or online service is completely secure. For this reason, while we will always strive to ensure the security of Collected PII, we cannot guarantee the security of any information transmitted to, through, using, or in connection with the Services. In particular, email, texts, and chats sent to or from the Services may not be secure, and you should carefully decide what information you send to us via such communications channels. Any transmission of personal data is at your own risk.

The safety and security of your information—personal and otherwise—also depends on you. You are responsible for taking steps to protect your personal information against unauthorized use, disclosure, and access.

### **Your Rights Regarding Collection of your PII**

Care+ believes you should have access to your Collected PII as well as the ability to both opt out of its collection as well as edit anything you believe may be incorrect or incomplete. To access any of your Collected PII, change your privacy preferences related to the same, or to request to edit any of your Collected PII, you may contact us at [info@carepluspediatrics.com](mailto:info@carepluspediatrics.com). When you do so, please include the following information:

- Your Full Name
- How we may contact you regarding your request (e-mail address or mailing address only).
- What you are requesting (e.g., if you wish to “opt out” of the collection of certain Collected PII, or if you wish to correct certain Collected PII you believe may be incorrect, etc.).

We will respond to you within two to three business days following receipt of your request.

#### *Changes to This Policy*

We reserve the right to change this Policy, and the revised or changed Policy will be effective for any Collected PII already in our possession as well as any PII collected in the future. The current Policy will be posted on our Website and include the effective date and you will be notified whenever we make any revision or change to the same.

#### *Rights for Residents of Particular States*

If you are a resident of a state with applicable consumer privacy laws, you may have the following rights:

- ✓ To confirm whether we process your personal information.
- ✓ To access your personal information.
- ✓ To correct inaccuracies in your personal information.
- ✓ To delete your personal information that we have obtained.
- ✓ To receive a copy of your personal information in a portable and readily usable format.

- ✓ To opt out of the sale or sharing of your personal information.
- ✓ To opt out of the processing of your personal information for purposes of (i) targeted advertising or (ii) automated decision-making or profiling in furtherance of decisions that produce a legal or similarly significant effect on you.

If you live in a state that requires specific consent prior to processing your sensitive personal information for certain purposes, we will obtain such and you can withdraw your consent at any time.

Residents of applicable states may exercise the above rights by submitting a request to the following: [info@carepluspediatrics.com](mailto:info@carepluspediatrics.com).

We may ask you to provide us with information necessary to reasonably verify your identity before responding to your request. We will consider all requests and provide our response within the time period required by applicable law.

### *California Resident Privacy Notice*

Below, please find the categories of information we may have collected about you in the last twelve months, the purposes for the collection, and the third parties with whom your personal information may have been disclosed or shared.

| <b>Categories of Collected PII</b>                                                                                                                                                                                                                                                                                                                                             | <b>Reason for retaining, using, and potentially sharing Collected PII</b>                                                                                                                                                                                                                                                 | <b>Third parties with whom certain Collected PII is shared</b>                                                                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Account and contact information</li> <li>• Payment information</li> <li>• Demographic Information</li> <li>• Internet or other electronic network activity information (e.g., Usage data)</li> <li>• Identify Document Information</li> <li>• Geolocation data</li> <li>• Inferences drawn from other personal information</li> </ul> | <ul style="list-style-type: none"> <li>• To provide Services</li> <li>• To improve the Services</li> <li>• To personalize the Services</li> <li>• For treatment</li> <li>• For payment</li> <li>• Business operations</li> <li>• Where you have given us your consent</li> <li>• As required by applicable law</li> </ul> | <ul style="list-style-type: none"> <li>• Service providers</li> <li>• Third Party contractors</li> <li>• Our related entities</li> </ul> |

See the sections above titled “*Personally Identifiable Information We Collect*” and “*How We Use Collected PII*” for additional details about the information in this chart.

If you are a California resident, you may have the following rights with respect to the personal information we process about you:

- ✓ To request information about the categories, and specific pieces, of PII we have collected about you, the categories of sources from which we collected such PII, the purposes for

collecting or sharing such Collected PII, and the third parties with whom we have shared your PII.

- ✓ To request that we delete PII that we have collected from you.
- ✓ To request that we correct inaccurate PII that we maintain about you.
- ✓ To opt out of the sharing of your PII.
- ✓ To limit the use and disclosure of sensitive PII.

California residents may exercise the above rights by submitting a request at [info@carepluspediatrics.com](mailto:info@carepluspediatrics.com).

Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your PII. You may also make a verifiable consumer request on behalf of your minor child; however, please see the section entitled “*Children's and Minors' Data*” for information regarding our policy on collection of this type of data.

We may ask you to provide us with information necessary to reasonably verify your identity before responding to your request. We may require you to use your email address in order to perform such verification. We will consider all requests and provide our response within the time period required by applicable law. Please note, however, that certain information may be exempt from such requests. If we deny your request in whole or in part, you may have the right to appeal the decision. In such circumstances, we will provide you with information regarding the appeals process. We will not discriminate against you for exercising any of your rights.