

Website Privacy Policy [HIPAA Security]

Describes how patient information collected by our website may be used.

Reference: 45 CFR §160

Document Type: SIM

Effective Date: Jan 1, 2016

Goal: To ensure there is a medium to notify patients how their information may be collected and use by our website.

Procedure: Team members should be familiar with this policy and the explanations within the same.

We gather and use certain information about individuals in order to provide products and services and to enable certain functions on our website. We also collect information to better understand how visitors use this website and to present timely, relevant information to them.

Depending on the area of our web site individuals/patients visit we may collect the following information:

- Name and job title,
- Contact information including email address,
- Demographic information, such as postcode, preferences and interests,
- Website usage data,
- Other information relevant to client enquiries,
- Other information pertaining to special offers and surveys.

The data we collect helps us understand what you these individuals are looking for, enabling us to deliver improved products and services.

The data we collect may be used for:

- Our own internal records,
- To improve the products and services we provide,
- To contact them in response to a specific enquiry,
- To customize the website for them,
- To send promotional emails about products, services, offers and other things we think might be relevant to them,
- To contact them via email, telephone or mail for market research reasons.

Website Privacy Policy [HIPAA Security]

Describes how patient information collected by our website may be used.

Reference: 45 CFR §160

Document Type: SIM

Effective Date: Jan 1, 2016

We may use cookies on a case by case basis.

- A cookie is a small file placed on a computer's hard drive. It enables our website to identify computers as they view different pages on our website.
- Cookies allow websites and applications to store individual's preferences in order to present content, options or functions that are specific to them. They also enable us to see information like how many people use the website and what pages they tend to visit.
- We may use cookies to:
 - **Analyze our web traffic using an analytics package.** Aggregated usage data helps us improve the website structure, design, content and functions.
 - **Identify whether you are signed in to our website.** A cookie allows us to check whether you are signed in to the site.
 - **Test content on our website.** For example, 50% of our users might see one piece of content, the other 50% a different piece of content.
 - **Store information about your preferences.** The website can then present them with information they will find more relevant and interesting.
 - **To recognize when you return to our website.** We may show them relevant content, or provide functionality they used previously.

Note: Cookies do not provide us with access to a computer or any information about individuals, other than that which they choose to share with us.

We will never lease, distribute or sell individual's personal information to third parties unless we have their permission or the law requires us to.

We will always any information obtained securely.

Our website may contain links to other websites; however, we have no control of these websites and cannot be responsible for whatever happens there.

We will post the disclaimer below in our web page in order to notify individuals as of the content of this policy.

Website Privacy Policy [HIPAA Security]

Describes how patient information collected by our website may be used.

Reference: 45 CFR §160

Document Type: SIM

Effective Date: Jan 1, 2016

WEBSITE PRIVACY POLICY

This website privacy policy describes how we protect and make use of the information you may be providing when using this website. If you are asked to provide information when using this website, it will only be used in the ways described in this privacy policy.

Introduction. We gather and use certain information about individuals in order to provide products and services and to enable certain functions on this website.

We also collect information to better understand how visitors use this website and to present timely, relevant information to them.

What data we gather. We may collect the following information:

- *Name and job title*
- *Contact information including email address*
- *Demographic information, such as postcode, preferences and interests*
- *Website usage data*
- *Other information relevant to client enquiries*
- *Other information pertaining to special offers and surveys*

How we use this data. Collecting this data helps us understand what you are looking for, enabling us to deliver improved products and services.

Specifically, we may use data:

- *For our own internal records*
- *To improve the products and services we provide*
- *To contact you in response to a specific enquiry*
- *To customize the website for you*
- *To send you promotional emails about products, services, offers and other things we think might be relevant to you.*

Website Privacy Policy [HIPAA Security]

Describes how patient information collected by our website may be used.

Reference: 45 CFR §160

Document Type: SIM

Effective Date: Jan 1, 2016

- *To send you promotional mailings or to call you about products, services, offers and other things we think might be relevant to you.*
- *To contact you via email, telephone or mail for market research reasons.*

Cookies and how we use them.

What is a cookie?

A cookie is a small file placed on your computer's hard drive. It enables our website to identify your computer as you view different pages on our website.

Cookies allow websites and applications to store your preferences in order to present content, options or functions that are specific to you. They also enable us to see information like how many people use the website and what pages they tend to visit.

How we use cookies

We may use cookies to:

- **Analyze our web traffic using an analytics package.** *Aggregated usage data helps us improve the website structure, design, content and functions.*
- **Identify whether you are signed in to our website.** *A cookie allows us to check whether you are signed in to the site.*

Test content on our website. *For example, 50% of our users might see one piece of content, the other 50% a different piece of content.*

- **Store information about your preferences.** *The website can then present you with information you will find more relevant and interesting.*
- **To recognize when you return to our website.** *We may show your relevant content, or provide functionality you used previously.*

Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

Controlling cookies

You can use your web browser's cookie settings to determine how our website uses cookies. If you do not

Website Privacy Policy [HIPAA Security]

Describes how patient information collected by our website may be used.

Reference: 45 CFR §160

Document Type: SIM

Effective Date: Jan 1, 2016

want our website to store cookies on your computer or device, you should set your web browser to refuse cookies.

However, please note that doing this may affect how our website functions. Some pages and services may become unavailable to you.

Unless you have changed your browser to refuse cookies, our website may issue cookies when you visit it.

Controlling information about you

When you fill in a form or provide your details on our website, you may see one or more tick boxes allowing you to:

- *Opt-in to receive marketing communications from us by email, telephone, text message or post.*
- *Opt-in to receive marketing communications from our third-party partners by email, telephone, text message or post.*

If you have agreed that we can use your information for marketing purposes, you can change your mind easily, via one of these methods:

- *Sign in to our website and change your opt-in settings.*
- *Send us an email.*
- *Write to us.*

We will never lease, distribute or sell your personal information to third parties unless we have your permission or the law requires us to.

We will always hold your information securely.

To prevent unauthorized disclosure or access to your information, we have implemented strong physical and electronic security safeguards.

Our website may contain links to other websites.

Please note that we have no control of other websites. If you provide information to a website to which we link, we are not responsible for its protection and privacy.