

Website **PRIVACY POLICY** and **NOTICE OF PRIVACY PRACTICES**

Adult & Pediatric Dermatology, p.c. (“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 (“Site”), you are accepting the practices described in this Privacy Policy and Notices of Privacy Practices (“Privacy Policy”).

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 this 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.

We have structured our Site so that you can visit it without identifying yourself or revealing any personal information other than your e-mail address. If you choose to provide us with information by which you can be identified, you can be assured that it will only be used in accordance with this Privacy Policy.

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, refer to our website.

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 Site 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 “Join our Cosmetic E-mail List,” you will be required to provide your e-mail address;
 - If you choose to “Request a Dermatology Appointment,” you will be required to provide your name, phone number, e-mail address, appointment information, and any questions and/or comments you would like to share with us;
 - If you choose to “Request a Cosmetic Consultation,” you will be required to provide your name, phone number, e-mail address, appointment information, the type of treatment you are seeking, and any questions and/or comments you would like to share with us;
 - If you choose to take our “Patient Satisfaction Survey,” we will collect identifiable data from you regarding your response to the survey questions. Please do not provide any personally identifiable information or sensitive health information. If you should choose to do so, your information will be processed in accordance with the terms of this Policy.
- iii. Information provided to us when you communicate with us for any reason.

How We Use Cookies

A “cookie” is a piece of text which asks permission to be placed on your computer’s hard drive. Once you agree, this cookie file is stored on the hard drive of your computer. They help us and our affiliates to improve our Site. They ensure that the content from our Site is presented in the most effective manner for you and your computer.

All computers have the ability to decline cookies. This can be done by activating the setting on your browser which enables you to decline the cookies. Please note that should you choose to decline cookies, you may be unable to access particular parts of our Site. We do not track our users across time or across websites.

Use of Your Information

The information that we collect and store relating to you is primarily used to enable us to provide our services to you in the best possible manner. In addition, we may use the information for the following purposes:

- i. To provide you with information relating to our services;

- ii. To provide third parties with statistical information about the users of our website;
- iii. To monitor and conduct an analysis of our Site traffic and usage patterns.

Security

To ensure that your information is secure, we have put in place commercially suitable physical, electronic, and managerial procedures to safeguard and secure the information we collect on our Site.

Nonetheless, the transmission of information via the internet is not completely secure and therefore we cannot guarantee the security of data sent to us electronically on our Site, and transmission of such data is therefore entirely at your own risk.

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.

No one under age 13 is authorized to submit any information, including personally identifying information, on our Site. Under no circumstances may anyone under age 13 use our Site. Parents or legal guardians of children under 13 cannot agree to these terms on their behalf.

Contacting Us

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

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