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## **Heritage Pediatrics – Website Privacy Policy**

Heritage Pediatrics is sensitive to protecting the privacy of our website visitors. The purpose of this Privacy Statement is to let you know how Heritage Pediatrics handles information received from you through this website, as well as inform you of the risks involved when you communicate or provide information by way of the Internet. Heritage Pediatrics may update this Privacy Policy from time to time. Updates will be posted on this website with a revised effective date. By continuing to use this site, you consent to any changes to our policy or terms of use.

During your visit to the Heritage Pediatrics website, remember that the medical and health information presented here is intended to be general in nature, and should not be viewed as a substitute for professional advice. Please consult with a health care professional for all matters relating to personal medical and health care issues.

### **Health and Medical Information**

Certain health and medical information about you is protected under the Health Insurance Portability and Accountability Act (“HIPAA”) and applicable state law. This information may be provided by you online or offline, or may be collected by us from other methods such as through a health care provider. Heritage Pediatrics protects covered health and medical information as required by HIPAA and applicable state law. Similarly, Heritage Pediatrics may use covered health and medical information as permitted by HIPAA and applicable state law.

To read more about Heritage Pediatrics privacy practices regarding health and medical information under HIPAA, please review our HIPAA Notice of Privacy Practices. In the event of any conflict between the Heritage Pediatrics HIPAA Notice of Privacy Practices and this Website Privacy Statement, the terms of our HIPAA Notice of Privacy Practices shall control.

### **Security/Confidentiality**

No transmission of data over the Internet or any wireless network can be guaranteed to be 100 percent secure. Heritage Pediatrics will, however, use a number of physical security methods (such as locks and alarm systems); electronic security methods (passwords and encryption methods); and procedural methods (rules regarding the handling and use of information) to protect the security and integrity of information submitted through this Web site.

### **Information Collection and Storage**

Personally Identifiable Information: Heritage Pediatrics does not collect information that personally identifies you unless you choose to provide it to Heritage Pediatrics (for example, Web pages that allow you to contact us). The personal information you submit is shared only with those people at Heritage Pediatrics who need this information to respond to your question or request, and as otherwise permitted by law to allow Heritage Pediatrics to operate our business or to comply with applicable laws.



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As used in this Privacy Statement, personal information does not include information protected under HIPAA or applicable state laws, which is protected as described in the section “Health and Medical Information” above.

Non-Personally Identifiable Information: Heritage Pediatrics collects information that does not personally identify you for various purposes (for example, website usage, traffic patterns, site performance and related statistics based on your visits to our website).

Heritage Pediatrics collects some of this information using persistent “cookies” to recognize a repeat visitor and gather general information about how the site is viewed. Heritage Pediatrics also collects and logs the IP address of each visitor to gather aggregate data on visitors to our site. Keep in mind that neither cookies nor IP addresses are used to collect any personal information from you.

### **E-mail**

Most email does not provide a completely secure and confidential means of communication. It is possible that your email could be viewed inappropriately by another Internet user. If you choose to provide us with your email, any misaddressing may result in others intercepting, altering, forwarding or using the information without authorization. If you wish to keep your information completely private, you should not use email.

At times, a representative from Heritage Pediatrics website may wish to deliver information to you via email. In addition, Heritage Pediatrics may occasionally distribute news and announcements via email. Please note, Heritage Pediatrics does not sell, trade, or otherwise share our email lists with others. You may remove your name from any list at anytime.

- If you receive email at work, your employer may have the right to save and read your email; similarly, your Internet service provider may have the right to save and read your email.
- If you share your email account, others may view your emails.
- Email can be used unknowingly to spread computer viruses.

### **Links to Other Websites**

Heritage Pediatrics website contains links to other websites that are not managed or controlled by Heritage Pediatrics. These links are provided for your convenience only. Heritage Pediatrics does not review, endorse or take responsibility for the content of these other websites. Heritage Pediatrics bears no responsibility for the content in any linked websites—whether Heritage Pediatrics provides a link or a third-party links to websites. If you decide to access any of the third-party sites linked to Heritage Pediatrics website, you do this entirely at your own risk. It is up to you to take precautions to ensure that the third party you link to for your use is free of computer viruses, worms, trojan horses and other items of a destructive nature. If you choose to access such sites, you are subject to the privacy policies of those sites.



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Information you provide to Heritage Pediatrics will be handled in accordance with applicable privacy laws, our HIPAA Notice of Privacy Practices, and this Website Privacy Policy. Heritage Pediatrics does not sell or publish personal or financial information collected via the Heritage Pediatrics website.

### **Information from Children**

Heritage Pediatrics website is not intended to attract or collect information from children under the age of 13, unless they receive verifiable parental consent. If you think Heritage Pediatrics has collected personal information from a child under the age of 13 through this website, please contact Heritage Pediatrics immediately.

### **Printing or Downloading Information**

Unless otherwise stated, you may print or download information from Heritage Pediatrics website for personal, noncommercial use only. You must, however, identify the source of the material and include a statement that the materials are protected by copyright law. No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

### **Website Contact Information**

If you have questions about this Privacy Statement, please contact Heritage Pediatrics at: [email address] [practice name]