

# Privacy Policy

This privacy policy has been compiled to better serve those concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII, as used in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person or an individual in context. Please read our privacy policy carefully to understand how we collect, use, protect, or otherwise handle your Personally Identifiable Information per our website.

## What personal information do we collect from the people that visit our website?

When requesting consultation services, you may be asked to enter your name, email address, mailing address, phone number, or other details to help you with your experience.

## When do we collect information?

We collect information from you when you request a consultation or enter information on our client resource portal.

## How do we use your information?

We may use the information we collect from you when you register, request an appointment, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalize the user's experience and allow us to deliver the type of content and product offerings you are most interested in.
- To allow us to better service you in responding to your customer service requests.
- To send periodic emails regarding your order or other products and services.

## How do we protect visitor information?

Our website is regularly scanned for malware and viruses, including security holes and known vulnerabilities, to make your visit to our site as safe as possible. Physical Therapy by Phoenix does not hold its own SSL certificate because all payment transactions are handled through an SSL Certified third-party payment gateway.

The security of your Personal Information is important to us, but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to

use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

## **Do we use 'cookies'?**

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow), enabling the site's or service provider's systems to recognize your browser and capture and remember certain information.

For instance, cookies help us remember and process the items in your shopping cart. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and interaction to offer better site experiences and tools in the future.

### **We use cookies to:**

- Understand and save users' preferences for future visits.
- Compile aggregate data about site traffic and interactions to offer better site experiences and tools in the future.

We may also use trusted third-party services that track this information on our behalf.

You can have your computer warn you each time a cookie is being sent, or you can turn off all cookies. You do this through your browser settings. Each browser is different, so look at your browser's Help menu to learn how to modify your cookies.

If you disable cookies, some features will be disabled. It will not affect the user experience, but it may impact features meant to make your site experience more efficient and gain optimal functionality.

## **Third-Party Disclosure**

We do not sell, trade, or otherwise transfer your personally identifiable information to outside parties. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or servicing you, as long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect our or others' rights, property, or safety.

## **Third-Party Links**

Occasionally, we may include or offer third-party products or services on our website at our discretion. These third-party sites have separate and independent privacy policies. We have vetted these third parties and operate under a confidentiality agreement. However, we cannot control a third party's behavior and do not accept any responsibility or liability for the content and activities

of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

## **Google**

We have implemented Google Analytics for the following purposes:

- Utilize Google Display Network Impression Reporting.
- Collect Demographics and Interests Reporting.

### **Opting Out:**

Users can set preferences to opt out permanently using the Google Analytics Opt-Out Browser add-on.

## **Fair Information Practices**

The Fair Information Practices Principles form the backbone of privacy law in the United States. The concepts they include have played a significant role in developing data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

To be compliant with Fair Information Practices, we will take the following responsive action should a data breach occur:

- We will notify users via email within 14 working days of discovering the breach.
- We will notify users via in-site notification within 72 hours of discovering the breach.

We also agree to the Individual Redress Principle, which requires that individuals have the prerogative to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires that individuals have enforceable rights against data users and recourse to courts or a government agency to investigate and prosecute non-compliance by data processors.

## **CAN-SPAM Act**

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells severe penalties for violations.

### **We collect your email address to:**

- Send information, respond to inquiries, and handle other requests or questions.

- Process orders and send information and updates pertaining to orders.
- Send you additional information related to your product and service.
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

## **To be in accordance with CAN-SPAM, we agree to the following:**

- No use of false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe using the link at the bottom of each email.

You may unsubscribe at any time from receiving future emails. Follow the instructions to unsubscribe, and we will promptly remove you from ALL future emails.

## **Changes to this Privacy Policy**

This Privacy Policy is effective as of 9-19-2024 and will remain in effect until subsequent updates are needed or required. Changes go into effect immediately after updates are posted on Physical Therapy by Phoenix's website.

We reserve the right to update or change our Privacy Policy at any time, and you should check this Privacy Policy periodically. Your continued use after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide by and be bound by the modified Privacy Policy.

If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us or by placing a prominent notice on our website.

## **Contacting Us**

If you have any questions regarding this Privacy Policy, please contact us using the information below.