

# Integrative Cardiology, PLLC

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## PRIVACY POLICY

**Your privacy is important to us.** Integrative Cardiology Center of Long Island (ICCLI), doing business as Integrative Cardiology, PLLC and its affiliates (“**ICCLI**,” “**we**,” or “**us**”), understand your concerns with regard to how information about you is used and shared, and we appreciate your trust that we will use and share information about you carefully and sensibly. This Privacy Policy describes what information we collect about you, how we collect it, how we use it, with whom we may share it, and what choices you have regarding it. This Privacy Policy applies to your use of our Web site (the “**Site**”) and any other means by which we may collect information about you, including information you may provide to us other than on the Site. We encourage you to become familiar with this Privacy Policy. 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 any uses and disclosures of information about you) that are described in this Privacy Policy.

This Privacy Policy does not apply to any other websites. We are not responsible for, and this Privacy Policy does not apply to, the privacy practices of other companies or other websites. We encourage you to seek out and read the privacy policy of each website that you visit.

### **1. What information do we collect, and how do we collect it?**

We and our third party service providers (“**Contractors**”) may collect certain information from or about you in connection with your use of, or your submissions to or via, the Site (“**Collected Information**”), including, but not limited to, your name, title, street address, date of birth, health status, company, telephone and fax numbers, credit card number and billing address, and email addresses. In addition, we and our Contractors may retain the content of, and metadata regarding, any correspondence you may have with us or our representatives, regardless of the mode of communication by which such correspondence was made. This information helps us to improve the Site and the online

content, materials, and services that we make available on the Site, and to more effectively and efficiently respond to both current and future inquiries.

As with many other websites, the web servers used to operate the Site may collect certain data pertaining to you and the equipment and communications method that you use to access the Internet and our Site. For security reasons and to confirm the integrity of the Site, we and our Contractors may combine components of these data with Collected Information, which may identify you. Unless otherwise described in this Privacy Policy, such identifying information (which is deemed “Collected Information” hereunder) will be used solely for our business purposes. In addition, the Collected Information may reveal such things as the Internet protocol (“IP”) address assigned to your computer, specific pages that you accessed on the Site or prior to or after visiting the Site, and the length of time you spent at the Site. We and our Contractors may use this information to help administer the Site and the servers that provide the Site, generate statistical information, monitor and analyze Site traffic and usage patterns, and improve the Site’s content and content delivery, including any online content, materials, and services that we describe or make available on the Site.

In addition, our Site may send one or more “cookies” to your computer to improve the utility of the Site by storing user preferences and tracking user trends (also deemed “Collected Information” hereunder). Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. Please note that you may not be able to access the full functionality of our Site if cookies are disabled on your browser.

## **2. How will we use the information you provide to us?**

In addition to the uses described above, we and our Contractors may use Collected Information to analyze and improve the content, materials, and services that we make available on the Site, to notify you of changes made to the Site, to evaluate user needs and improve the Site content based on those needs, to provide customer service or support, improve users’ online experience, or support our continuing efforts to offer users the information and services we think they want most. If you contact us for support or assistance, we may use Collected Information for purposes such as verifying

whether your system meets the minimum requirements needed to use the Site and our various services.

We may also use e-mail addresses you provide to us in order to send you announcements regarding new products, services, and/or promotions, and informational newsletters. By posting material on any of our interactive areas within the Site, you are opting in to receiving these e-mail announcements. You can choose to unsubscribe to our e-mails at any time by sending an email to unsubscribe at ICCLI.com.

#### COLLECTION OF NON-PERSONALLY IDENTIFIABLE INFORMATION

When visitors do not register with or provide any personally identifiable information to iVisitMD, certain non-personal information about use of the iVisitMD Website might be collected. "Non-Personal Information" means information that cannot be used to identify a particular individual or contact such individual.

### **3. With whom do we share the information we collect?**

We may share Collected Information with certain of our Contractors (e.g., our web hosting provider) in order to provide the Site to you. We may also share Collected Information with some of our business and marketing partners in furthering our mission as an organization or delivering the content, materials, and services available on or through the Site to you. We and our Contractors may also produce reports on Site traffic or usage patterns and share these reports with our business and marketing partners and others.

We may disclose Collected Information to the proper authorities if we become subject to a subpoena or court order or if we believe we are otherwise legally required to disclose such information. We may also use and disclose information about you to establish or exercise our legal rights, to assert and defend against legal claims, or if we believe such disclosure is necessary to investigate, prevent, or take other action regarding actual or suspected illegal or fraudulent activities or potential threats to the physical safety or well-being of any person.

If all or part of ICCLI is sold, merged, or otherwise transferred to another entity, we may transfer Collected Information to such entity as part of that transaction.

Except as otherwise stated above, we will not sell, trade or share a user's personal information with anyone else, nor will we send mailings on behalf of other organizations, unless the user has given us his or her specific permission to do so.

#### **4. What choices do you have?**

When corresponding with ICCLI or our representatives, or when making a request for information or otherwise interacting with us or others through the Site, you choose what information to supply, what questions or comments to submit, whether you wish to receive further information, and by what method of communication such information should be delivered. Please take care to share only such information as is needed or that you believe is appropriate. You may contact us as indicated below if at any time you would like to ask us about our data collection and information security practices.

#### **5. How Do We Protect Information Collected About You?**

We have put in place certain commercially reasonable security measures to safeguard Collected Information, but the storage and communication of Collected Information can never be completely secure. Hence we do not guarantee that information that you transmit or otherwise supply to us, or any communications conducted on or through the Site, is or will be totally secure. If you become aware of any breach of Site security or this Privacy Policy, please notify us immediately.

**We keep user information on a secured server behind a firewall. When users enter personal information, we use encryption technology, such as Secure Sockets Layer (SSL), to protect such information during data transport.** DESPITE ICCLI EFFORTS TO PROTECT PERSONAL INFORMATION, WE CANNOT ENSURE OR WARRANT THE SECURITY OF ANY INFORMATION TRANSMITTED TO US, AND USERS DO SO AT THEIR OWN RISK. ELECTRONIC TRANSMISSIONS VIA THE INTERNET ARE NOT NECESSARILY SECURE FROM INTERCEPTION, AND SO WE CANNOT ABSOLUTELY GUARANTEE THE SECURITY OR CONFIDENTIALITY OF SUCH TRANSMISSIONS. THERE IS ALWAYS SOME RISK THAT AN

UNAUTHORIZED THIRD PARTY MAY FIND A WAY AROUND OUR SECURITY SYSTEMS OR THAT TRANSMISSIONS OF YOUR INFORMATION OVER THE INTERNET MAY BE INTERCEPTED.

## **6. Interactive Areas**

ICCLI is not liable for information posted in interactive areas of the Site. ICCLI provides these interactive areas, such as discussion forums, to enhance the user experience and build a healthy community around the products and services available through the Site. You acknowledge that, should you participate in such interactive areas, the information you voluntarily post about yourself and third parties in such areas might be accessed, collected and used by third parties other than ICCLI or our Contractors.

## **7. No Use of Our Site by Persons Under 18.**

The Site is not intended for use by anyone under 18. No person under 18 should disclose information on this Site. We don't knowingly collect or use personally identifiable information from children under 18. If a child under 18 has provided us with Collected Information without parental or guardian consent, the parent or guardian should contact us at the email address provided below to remove the information and opt out of promotional opportunities.

## **8. We may change this Notice.**

From time to time, we may change our privacy practices, and this Privacy Policy, because of changes in relevant and applicable legal or regulatory requirements, our business practices, or in our attempts to better serve your needs and those of our other customers. We will try to notify you of any such changes, and a revised policy will be posted on this Site. We encourage you to regularly review the current version of this Privacy Policy on the Site to review any such changes.

## **Location of this Site.**

This Site is hosted and operated in the United States of America. However, we and our Contractors may, in our effort to provide the Site, store Collected Information in the United States, or we may transfer it to, and store it within, other countries.

Those who access or use the Site from jurisdictions outside the United States do so at their own choice and risk and are solely responsible for compliance with local law. If you are not a resident of the United States, you acknowledge and agree that we may collect and use your personal information outside your home jurisdiction, and that we may store your personal information in the United States or elsewhere. Please note that the level of legal protection provided in the United States or other non-European countries from which you may access our Site may not be as stringent as that under European Union privacy standards or the privacy laws of some other countries, possibly including your home jurisdiction.

## **9. Any questions?**

For any questions, or to request further information regarding this Privacy Policy or our use and disclosure of Collected Information, please contact us at info @iccli.com or write to the address below:

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