BetterBalanced

BetterBalanced Privacy Statement

Protecting your private information is our top priority. This Statement of Privacy applies to www.BetterBalanced.com and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to BetterBalanced include www.BetterBalanced.com. The BetterBalanced website is a health optimization and medical information site.

Collection of your Personal Information
We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain information to us when you elect to use our products or services. This personal information may include: your demographic information, your health insurance information, registering for a portal account, sending us email messages, submitting your credit card or other payment information when purchasing services. We will use your information to communicate with you in relation to services you have requested from us.

Collection of your Personal Information
We do not collect any personal information about you unless you provide it or consent to it. Examples of personal information we may require you to provide or consent to us obtaining include, but are not limited to, registering for a portal account, sending us email messages, submitting your credit card or other payment information when purchasing services, or consenting to prescription drug monitoring. We use this information for, but not limited to, providing safe and comprehensive care, and communicating with you about services we provide or that you have requested from us. We may also gather additional relevant personal information about you in the future.

Sharing of Information
BetterBalanced does not sell, rent, or lease patient/customer information to third parties.

BetterBalanced may contact you on behalf of external business partners about information, promotions, or sales that may be of interest to you, however, your personal information will not be shared with third parties. BetterBalanced may share data with trusted partners to help perform statistical analyses, send you emails or postal mail, provide customer support, or arrange for deliveries. All such parties are restricted from using your personal information except to provide these services to BetterBalanced, and they are required to maintain the confidentiality of your information.

Tracking User Behavior
BetterBalanced may keep track of the website and pages our users visit within BetterBalanced in order to analyse what services are most popular or of most interest to our customers or patients. This date may be used to deliver customized content and advertising within BetterBalanced to customers or patients whose behavior indicates they are interested in a particular subject area.

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Automatically Collected Information
Information about your computer hardware and software may be automatically collected by BetterBalanced. This information can include your: IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the BetterBalaced website.

Use of Cookies
BetterBalanced website may use ‘cookies’ to help you personalize your online experience. A cookie is a test file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize BetterBalanced pages, or register with BetterBalanced for services, a cookie helps BetterBalanced to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing and shipping addresses. When you return to the same website, the information you previously provided can be retrieved, so you can easily use the BetterBalanced features that you customized.

You have the ability to accept or decline cookies. Most web browsers automatically accept your cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the intercity features of the BetterBalanced services or websites you visit.

Links

This website contains links to other websites. Please be aware that we are not responsible for their content or privacy practices.

Right to Deletion

Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will delete your personal information from our records and direct any service providers to delete your personal information from their records.

Please note that we may not be able to comply with requests to delete your personal information if it is necessary to:

- Complete a transaction from which the personal information was collected, fulfill the terms of a written warranty or product recall conducted in accordance with federal law,

provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between you and us.

- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for that activity; Debug to identify and repair errors that impair existing intended functionality;

- Exercise free speech, ensure the right of another consumer to exercise his/her right of free speech, or exercise another right provided for by law;

- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when our deletion of information is likely to render impossible or seriously impair the achievement of such research, provided we have obtained your informed consent;

- Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us; Comply with an existing legal obligation; or otherwise use your personal information, internally, in a lawful manner that is compatible with the context in which you provided the information.

Children Under Eighteen Years of Age
BetterBalanced does not knowingly collect personally identifiable information from children under the age of eighteen. If you are under the age of eighteen, you must ask your parent or guardian for permission to use this website.

E-mail Communications
BetterBalanced may contact you through email or text and frequency may vary according to need for appointment reminders, clinic announcements, promotional offers, alerts, information, surveys, or other general communication. In order to improve our services, we may receive a notification when you open an email from BetterBalanced or click on a link therein.

If you wish to stop receiving marketing or promotional communications via email or text from BetterBalanced, you can opt out of these emails by clicking on the unsubscribe button (if available), or by emailing your request to: info@betterbalanced.com. Additionally, if you need help with understanding this policy or have questions related to it, you can email: info@betterbalanced.com

Changes to this Statement
BetterBalanced reserves the right to change this Privacy Policy. We will notify you of significant changes made in the way we treat personal information by sending a notice to the primary email address specified in your account by placing a prominent notice on our website, or by updating any privacy information. Your continued use of the website and/or Services available after such

changes will constitute your acknowledgement of the changes in the Privacy Policy and agreement to abide and be bound by that Policy.

Contact Information

BetterBalanced welcomes your questions or comments regarding this Privacy Statement. If you believe that BetterBalanced has not adhered to this Statement, if you need help understanding this Privacy Statement or have questions related to it, please contact BetterBalanced at:
Email: info@betterbalanced.com Phone: 602-428-1198.