



Accelacare Website Privacy Policy

This privacy policy has been compiled to inform our website users on 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 to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

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

Information we collect includes personal information provided directly to us via the online fillable forms for patient intake, application processes or when a user chooses to contact us through our contact email address. Our website is hosted and maintained using all HIPAA recommendations.

How do we use your information?

We may use the information we collect from you to aid in our initial patient intake process, respond to a survey or marketing communication, surf the website, or use certain other site features including google analytics. We do not sell consumer data or share with anybody other than our 3rd party service who processes our payments.

How do we protect visitor information?

Our website is scanned for malware and viruses on a regular basis to make your visit to our site as safe as possible. Both our website and third-party payment gateway employ Secure Sockets Layer (SSL) encryption to ensure safe transmission of your Personal Information. 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) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. 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 site interaction so that we can 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 choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer) settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.

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

We use first-party cookies which are stored on our website; they are created by a direct visit by the user.

Third Party Disclosure

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or servicing you, so 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 ours or others' rights, property, or safety.

Third-Party Links

Occasionally, at our discretion, we may include or offer third party products or services on our website. These third-party sites have separate and independent privacy policies. We have vetted these third parties and operate under a confidentiality agreement. It is important that you know 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

Our website uses **Google Analytics**, a web analysis service of Google, Inc., to understand how our site is used. Google Analytics collects information such as time, place and frequency of your visits to our site. We use the information we get from Google Analytics only to improve this site. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Although Google Analytics employs cookies that are stored to your computer to identify you as a unique user the next time you visit this site, these cookies cannot be used by anyone but Google. Google's ability to use and share information collected by Google Analytics about your visits to this site is restricted by the [Google Analytics Terms of Use](#) and the [Google Privacy Policy](#). You can prevent Google Analytics from recognizing you on return visits to this site by disabling cookies on your browser or 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 and the concepts they include have played a significant role in the development of 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 the users via email within 14 working days of discovering the breach.
- We will notify the 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 not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or a government agency to investigate and/or prosecute non-compliance by data processors

Changes to this Privacy Policy

This Privacy Policy is effective as of 5-1-2021 and will remain in effect until subsequent updates are needed or required in the future.

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 and be bound by the modified Privacy Policy.

Please contact our management team at 620-271-0700 if you have any questions or concerns.