

DOCTORS' CHOICE URGENT CARE WEBSITE PRIVACY POLICY

This Privacy Policy describes how Doctors' Choice Urgent Care, Inc. (“DCUC”, “we”, “us”, and “our”) collects, uses, transfers and discloses general and personally identifiable information obtained through this website at DoctorsChoiceUC.com (“Website”). As a leading provider of immediate medical care we are committed to establishing and maintaining policies and procedures that protect the privacy of personally identifiable information gathered from our customers, prospects and other visitors to our Website. DCUC will treat all personally identifiable information in accordance with this Privacy Policy or as you otherwise consent. Using our Website is voluntary and by using this Website or submitting any personally identifiable information to DCUC, you acknowledge that you have read, understood, and agree to be bound by the Privacy Policy, as revised from time to time.

Non-Personal Information

Our Website is designed to provide visitors with useful news and information about DCUC’s services. Registration is not required in order to access the public areas of our Website. However, visitors may, at their option, choose to register in order to access certain resources and areas of our Website. DCUC does not collect personally identifiable information from individuals who choose to browse our Website without registering. We are committed to consistently improving the quality of our service, website performance, and providing more relevant content to you during your visits. In order to do so we measure and analyze generic non-identifying, aggregate usage, patterns of traffic, and volume statistical information from all Website visitors. Information we gather may include, but is not limited to, the activity of the visitor’s browsers, the visitor’s internet service provider and host, the visitor’s operating system, the visitor’s location, the name of the Internet domain you used to access the Internet, the IP address of the website from which you linked to our Website, the date and time you accessed our Website, and the pages you visited. Non-Personal Information may be collected through cookies. For more detailed information on cookies, please refer to the “Cookies” section below.

Personally Identifiable Information

You are able to view and download content displayed on the Website without disclosing any information that, either alone or in combination with other information, can be used to uniquely identify, locate, or contact you (collectively “PII”). However, certain features accessible through the Website may require you to disclose certain PII. If you choose to register to receive more information about our services, we will ask for certain information in order to keep you informed about available services, to serve you more effectively and efficiently, and to maintain an open communication with you. In addition to contact information that includes, but is not limited to, name, title, company, and business address, telephone number and email, we ask for information regarding your current and future health objectives to help us understand how and when we may be of service to you. Employers have the ability to register for access to the secured area of the Website. We may also request other information from time to time as needed to aid us in improving our communications, Website, or marketing efforts. You are not required to provide

us with this information to use and enjoy the remainder of the DCUC Website and do so on a voluntary basis only.

Information Use

For our general marketing purposes, we collect and compile information through multiple internal and third party sources including, but not limited to our Website, event marketing, permission-based affiliated marketing, and the use of opt-in lists for prospecting clients. We use the information collected to contact you regarding our company or partners, inform you of marketing events and promotions, and discuss the services that we offer. We may also use the information to continuously improve our services.

We store and collect the information in a manner determined most appropriate for the nature of the data collected to fulfill your needs and requests, subject to all applicable data protection and confidentiality requirements. The information collected may be stored in the United States or any other country in which we or any of our agents maintain facilities, and such countries may not provide a level of protection equivalent to that in your home jurisdiction.

Although the information we collect is primarily for DCUC's internal marketing purposes, it may, on occasion, be shared with our partners. Additionally, we may disclose PII to third party service providers performing services on our behalf, including hosting our Website or online forum and providing other technical support services. We may also use third party service providers to automatically process data and deliver our marketing information to you. When you register on our Website or for any of our services, we may share your PII as it becomes necessary for one or more of the third parties to provide service and support to you and by registering you provide us with your express consent to do so. Such third parties are prohibited from using your PII for any other purpose.

Accessing, Updating, and Opting-out

As a registered user you have the ability to view and change your information through our Website. As a client you may view and change your information by contacting us at admin@doctorschoiceuc.com. To protect your privacy and security, we may take reasonable steps to verify your identity before granting access or making changes to your PII.

DCUC honors your choices for the use of your information. We offer the ability to "opt-out" from various forms of communication at any time.

Protected Health Information

To the extent DCUC receives certain information regarded as protected health information ("PHI") under the Health Information Portability and Accountability Act, our use and disclosure of such PHI is governed by the terms of HIPAA. For more information please see our HIPAA Notice of Privacy Practices.

Children and Parents

DCUC does not offer the use of our Website to children. We do not knowingly collect personal information from children under the age of 18 and ask that children do not submit any personal information to us. DCUC therefore does not knowingly distribute personal information regarding children under the age of 18. If you are under the age of 18, you may not use our Website. Parents and guardians are advised that any personal information voluntarily entered by children may be available for public access. If your child has submitted personal information, please contact us to request that such information be removed. Once we are aware of information entered by a child, we will use all commercially reasonable efforts to remove such information from our Website, database, and storage areas; however, we are not liable for any consequences relating to such information.

Online Forum: Blogs and Testimonials

DCUC owns and operates the online forum located on its Website. Registration is required to participate in the online forum. PII may be collected when you register and when you submit information to the online forum. PII collected through the online forum will not be used for marketing purposes. By providing such information you consent to our collection and use of it, as described in this Privacy Policy. We are not responsible for any PII that you disclose in such forums. PII contained in any submission to the forum may be publicly posted on the forum and otherwise broadly disseminated to other users of the forum. In particular, the content of submissions may be posted to the entire forum. Please, therefore, use care and caution when posting any PII about yourself or others when submitting content to the forum.

DCUC will not post any user's testimonials or PII without their consent. If you chose to comment on any blog postings on the DCUC Website you provide DCUC with express consent to post your comment and should be aware that any PII you disclose can be seen or collected by other visitors to the Website. You should take care to ensure your comments do not contain offensive, unlawful, defamatory, libelous, threatening, obscene, pornographic, copyrighted information or information that would otherwise violate any law or the rights of any third parties. DCUC reserves the right, but shall not be obligated to, pre-screen, review, flag, filter, modify, refuse, or remove any or all content, including PII, from the forum in our sole discretion.

Online Appointment Scheduling and Bill Payments

For your convenience, DCUC provides an online appointment scheduling system and an online bill payment system. In order to utilize the use of various functions associated with such systems DCUC utilizes third party service providers. PII collected through these features may include, without limitation, your name, phone number, email address, address, social security number, date of birth, credit card and financial information and other sensitive information. Although accessible through our Website, these features are hosted on the third party service providers' individual websites, which are governed by such third parties' separate privacy policies and terms of use. You should therefore review the third parties' terms of use and privacy policies before disclosing any information through these features.

Additional Resources, Links, and Affiliates

DCUC may provide additional resources for information on consumer privacy, privacy legislation, personalization, marketing, technology, and health initiatives that may be useful to you. DCUC may also provide links to affiliated groups, government associations and the industry associations of which we maintain membership. DCUC makes no claims about the accuracy of this information.

Our Website contains links to other websites and we are not responsible for the privacy policy statements of any such websites. The privacy practices set forth in this Privacy Policy are for this Website and other specified activities only. Other websites hosted by third parties may have different practices. It is the responsibility of all visitors to review the individual privacy statements posted at other websites. DCUC shall not be liable for any consequences arising from use of the third party websites referenced above or any other third party websites to which our Website links.

Required Disclosures

Notwithstanding anything to the contrary contained herein, PII may be disclosed as necessary or appropriate to protect the security of our Website or online forum; to respond to legitimate legal, regulatory, and governmental requests or as otherwise required by law or state and federal regulation; or in connection with a merger or acquisition of DCUC's business. In any of these situations, the recipient of the PII may be located in the United States or another jurisdiction that may not provide a level of protection equivalent to the laws in your home jurisdiction.

Jurisdictional Transfers

DCUC hosts this Website and its online forum on its servers in the United States. Any PII that you submit through the Website may be transferred to the United States or other jurisdictions that may not provide a level of protection equivalent to that in your home jurisdiction. Your use of the Website or submission of any PII will therefore constitute your consent to these transfers.

Cookies

A cookie is an element of data that the DCUC Website sends to your browser. Your browser may store it on your system based the preferences you have set on your browser. Cookies gather information about your operating system including, but not limited to, screen resolution, browser and IP address. DCUC uses cookies to track Non-Personal Information such as user patterns and uses the data collected to improve the visitor's experience of visiting our Website. You have the option to configure your Internet browser to notify you when you have received a cookie and providing you with the choice to accept or decline to accept the cookie. Further, you have the option to block all cookies. If you need more information regarding your options for handling cookies please refer to information provided with your Internet browser. Blocking cookies or refusing to accept cookies will not affect your experience on the DCUC Website.

Security

DCUC takes reasonable technical and organizational security measures to protect the security of your PII from loss, misuse, unauthorized access or disclosure, alteration, or destruction and honors your choices for its intended use. We use advanced firewall protection and various anti-virus software to protect the PII volunteered on the Website and to minimize the risk of a security breach. We provide unique usernames and passwords to our clients, registered users, and/or partners, that can then be changed by such individuals, that must be entered each time one logs into any portion of our Website. Further, we use Secure Socket Layer technology that uses server authentication and data inscription to ensure that our customer and partner data is secure.

Although we thoroughly test the security of our Website and want to provide you with the most protection possible, please understand that sharing information over the Internet can never be fully secure. Consequently, we do not insure or warrant the security of any information you transmit, and you do so at your own risk.

Modifications to Privacy Policy

DCUC reserves the right to modify or supplement this Privacy Policy at any time. The most recent version of the Privacy Policy will appear on the Website with the relevant modification date. Please check this Privacy Policy frequently and particularly before you submit additional information via the Website.

Questions and Comments

For questions or comments about our Privacy Policy, or if you need assistance accessing or updating information we have collected about you, please contact at admin@doctorschoiceuc.com. You may also write to Doctors' Choice Urgent Care 2432 Avondale-Haslet Road Haslet, TX 76052.

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