

MADISON MEDICAL CENTER

Website Privacy Policy

We, **Madison Medical Center (MMC)**, understand your interest in our data privacy practices. The purpose of this Website Privacy Policy is to explain how we handle the information collected through the use of www.madisonmedicalcenter.net and any other sites, application or online services that post this Website Privacy Policy (collectively “our Service”). As used in this policy, terms such as “we” or “our” or the “Company” refer to **MMC**.

HIPAA Notice of Privacy Practice: To read more about our privacy practices regarding health and medical information under the Health Insurance Portability and Accountability Act (“HIPAA”), please visit our HIPAA Notice of Privacy Practices [\(here\)](#).

This Website Privacy Policy does not apply to information collected through means other than the Service itself, such as by telephone or in person. By using the service you are consenting to our practices as described in this Website Privacy Policy and to have your personal data transferred to and/or processed in the United States in accordance with the terms of this Website Privacy Policy. Please do not use our Service if you do not consent to this policy.

A. Information We Collect

Active Collection of Personal Information. We may ask you to provide Personal Information (defined below) when you register with our Service or when you communicate or otherwise interact with or through our Service. "Personal Information" is information that can be used to identify a specific individual. Examples of Personal Information we may collect through this website include, without limitation: **email, bill pay information when that function is selected.** For purposes of this Website Privacy Policy, Personal Information does not include Unique Identifiers (defined below). You may elect not to submit Personal Information; however, as a result, you may not be able to use some of our Service's features or functionality.

Passive Collection of Information. In addition to the Personal Information that you actively provide to us, we or our third party service providers may use a variety of technologies to automatically collect certain information about you and your use of our Service, including usage information, which may include identification of the device you use to access our Service (e.g., IP Address, device id, etc.) ("Unique Identifiers"). We may create our own Unique Identifiers to associate with you and your device(s).

The methods that we and our service providers may use to automatically collect such information may include now and hereafter forms of tracking technologies that enable collection of data from and about you ("Tracking Technologies"), including without limitation the following:

Cookies: Cookies are data files that are placed on a computer when it is used to visit a website. These cookies may be used for many purposes, including, without limitation, tracking user preferences and web pages visited while using a website. You may disable some types of cookies in connection with the use of a specific browser by using the browser's preference settings. However, this will not disable all Tracking Technologies, is limited to the use of that browser and such options are not effective when not using the browser to access the Service (e.g., mobile apps). Further, some features of our Service may not function properly, or may operate slowly, if you disable cookies. In addition, please be aware that if you choose to block cookies, some advertising preferences that are dependent on cookies may not be able to be respected.

Web Beacons: We may include small graphic images called web beacons, also known as "Internet tags" or "clear gifs," in our content. We may use web beacons or similar technologies for a number of purposes, including, without limitation, to count the number of visitors and to monitor how users navigate our Service.

Embedded Scripts: An embedded script is programming code that is designed to collect information about your interactions with our Service. It is temporarily downloaded onto your computer from our web server or a third party with whom we work, is active only while you are connected to our Service, and is deleted or deactivated thereafter.

Tracking Technologies help us to gain information that improve the performance of our Service, and we think your experience on it. Passively-collected non-Personal Information about you, such as how you interact with our Service, may be combined with your Personal Information, in which case to the extent it is so combined it will be treated as Personal Information under this Website Privacy Policy.

Third parties, including advertisers and advertising services providers, may collect information about you. They may use Tracking Technologies in connection with our Service, which may include the collection of information about your online activities over time and across third-party sites or services. Their privacy policies, not ours, govern their practices

We do not monitor or take any action with respect to so-called browser do not track signals, but you may have certain other options regarding tracking and/or targeting.

3. Privacy of Children and Sensitive Consumer Information

MMC is aware of the heightened need to protect the privacy of children under the age of thirteen (13) under the requirements of the Children’s Online Privacy Protection Act (“COPPA”). Our Service is not intended for children and is not targeted to children under the age of thirteen (13). Accordingly, our Service does not knowingly collect data from children and, if we learn that we have received personal information as defined by COPPA from a user under the age of thirteen (13) (that requires parental consent and we lack such consent), we will delete this information to the extent required by COPPA. Parents may contact us as described in Section H, below to alert us to such situations.

B. Use of Information Collected

1. Generally

We may use information about you, including your Personal Information:

- For purposes related to our business and/or the Service, which may include, but is not limited to:
 - Tracking resources and data accessed on our Service;
 - Developing reports regarding website usage, activity, and statistics;
 - Providing technical assistance to our visitors;
 - Enabling certain functions and tools on our Service;
 - Tracking paths of visitors to and within our Service;
 - To present content from our Service in an effective manner for you and for your computer;
 - To communicate with you;
 - To process an application or transaction requested by you; and
 - To comply with applicable laws, regulations, and legal processes.
- And any other purpose not prohibited by law or inconsistent with statements made in this Website Privacy Policy.

2. Online Communication Practices

MMC may periodically contact you via email using information supplied to it via our Service or otherwise. You may opt out of continuing receiving certain e-mail marketing communications by clicking on the unsubscribe link at the bottom of such emails. You may continue to receive transactional e-mails from us after opting-out to marketing emails, such as when we respond to an inquiry from you or in connection with a transaction with you. If you subscribe to marketing communications (such as a newsletter) subsequent to an opt-out, that subscription will override the opt-out.

C. Disclosure of your Information

We may provide your information to third parties under various circumstances detailed in this Section C. These may include:

1. Third Party Direct Marketing

MMC will only share your Personal Information with third parties for their own direct marketing to you if you have consented to us doing so or where you are given the option to opt- out and fail to do so.

2. Compliance with Law

We reserve the right to disclose your Personal Information, and any other information about you, without prior notice to you, as required by law or when we believe that disclosure is necessary to protect our rights or comply with a judicial proceeding, court order, or legal process served on us. Furthermore, we may share your information when we believe it is necessary to protect our interests or our property, to prevent fraud or other illegal activity perpetrated through or in connection with our Service, or using our name, or to prevent imminent bodily harm. This may include, but is not limited to, sharing information with other companies, lawyers, agents or government agencies.

3. Service Providers

We may use third-party vendors to perform certain services on behalf of us or in connection with our Service, such as hosting the Service, designing and/or operating the Service's features, tracking the Service's activities and analytics, and enabling us to send you special offers or perform other administrative services. We may provide these vendors with access to user information, including Unique Identifiers, Personal Information and usage data, to carry out the services they are performing for you or for us. Third-party analytics and other service providers may set and access their own Tracking Technologies on your device and they may otherwise collect or have access to information about you, potentially including Personal Information, about you. We are not responsible for those third party technologies or activities arising out of them and their privacy policies not ours govern such activities.

4. Affiliates and Ownership Changes

MMC may share Personal Information and other information about you with its subsidiaries and affiliates, subject to applicable law.

We may share your information, including your Unique Identifiers and Personal Information, and transfer all such information: (i) to a subsequent owner, co-owner or operator of the Service or applicable database; or (ii) in connection with a merger, consolidation, restructuring, the sale of substantially all of our interests and/or assets or other corporate change; including, in either case, during the course of any related due diligence process.

D. Security

MMC takes commercially reasonable steps to help protect and secure Personal Information. However, no data transmission over the Internet, wireless transmission or electronic storage of information can be guaranteed to be 100% secure. Please note that we cannot ensure or warrant the security of any information we collect, and you use our Service, and provide us with your information, at your own risk.

E. Consent to Transfer Information

Our Service is operated in the United States. If you are located outside of the United States, and

are accessing or using our Service, please be aware that information we collect, including Personal Information, will be transferred to, processed and stored in the United States. By using our Service, or providing us with any information through our Service or otherwise to us, you consent to this transfer, processing and storage of your information in United States.

F. Privacy Practices of Third Parties

When you click on links or advertising, or use third party tools that may be available on our Service, such as social media plug-ins (e.g., the Facebook “share” button), third parties may collect information from you and place their own Tracking Technologies or other technological devices on your Internet browser or other device. We are not responsible these third parties and no responsibility or the technologies they employ. To learn how a particular third party collects and uses your information, you should read its privacy policy. We are not responsible for the completeness or accuracy of third party policies or notices, or third party acts or omissions.

G. Changes to Website Privacy Policy

We reserve the right to modify this Website Privacy Policy at any time, so please review it frequently and at least each time you submit Personal Information to or through our Service. If we make material changes to this policy, we will notify you here at www.madisonmedicalcenter.net. by email, or by means of a notice on our homepage, any and all of which you acknowledge is sufficient notice. The date of the most recent revisions will also appear on the current policy.

Any changes will be effective immediately upon the posting of the revised Website Privacy Policy and your use of our Service indicates your consent to the Website Privacy Policy posted at the time of use. However, we will not use your previously collected Personal Information, to the extent it is not collected under the new Website Privacy Policy, in a manner materially different than represented at the time it was collected without your consent.

To the extent any provision of this Website Privacy Policy is found by a competent tribunal to be invalid or unenforceable, such provision shall be severed to the extent necessary for the remainder to be valid and enforceable.

H. Contacting Us

If you have any questions about this Website Privacy Policy or our related practices, you can contact us by email or you can write to:

Madison Medical Center
611 West Main Street
Fredericktown, MO 63645
mmc@madisonmedicalcenter.net

Effective: July 1, 2023