

# Patient Reach 360

## Privacy Policy

Welcome to Patientreach360.com and its affiliates (myfibroidclinic.com and patientreach360.com), (the “Site”), provided by Patient Reach 360, LLC (“we” or “Patient 360”). Patient 360 values the privacy of its users. It is committed to taking all reasonable steps to protect the privacy of its users and has adopted this Privacy Policy to demonstrate its commitment to protecting your personal information and informing you about how it is handled. Patient 360 collects limited personal information to provide better service to you. This policy defines the information you can expect to be asked and how you can expect it to be treated.

### Contact Information

- If you have any questions about this privacy policy or our data practices, please contact us at [info@patientreach360.com](mailto:info@patientreach360.com) or through the contact form on our websites.

### Scope

- This privacy policy applies to all users of the Site and services provided by Patient Reach 360.

### Consent

- By using our Site, you consent to the collection and use of your information as described in this privacy policy. You may withdraw your consent at any time by contacting us.

### Data Retention

- We retain your personal information only for as long as necessary to fulfill the purposes outlined in this policy, comply with our legal obligations, resolve disputes, and enforce our agreements. You may request deletion of your data by contacting us.

### Data Security

- We use a combination of technical, administrative, and physical controls to maintain the security of your personal information. Your Patient 360 Account Information is password-protected for your privacy and security. In the event of a data breach, we will notify you in accordance with applicable laws.

### Children's Privacy

- Our services are not intended for children under the age of 13. We do not knowingly collect personal information from children under 13 without parental consent.

### International Data Transfers

- We may transfer your personal information to countries outside your jurisdiction. These transfers are made in accordance with applicable data protection laws to ensure your information remains protected.

### User Rights

- You have the right to access, correct, delete, and object to the processing of your personal information. To exercise these rights, please contact us.

### Cookies and Tracking Technologies

- Types of Cookies

- Patient 360 uses “cookies.” A cookie is a small piece of data that is sent to your browser from the site you are visiting and stored on your computer's hard drive. Cookies do not harm your computer, nor do they access information stored on your computer.
- Third-Party Cookies
  - Patient 360 allows some of its partners to set and access their cookies on your computer. Their use of cookies is subject to their own privacy policies, not this one. Neither our partners nor any other companies have access to Patient 360's cookies. If you prefer, you can turn off cookies in your web browser by changing its security settings.
- Managing Cookies
  - Provide instructions on how users can manage or disable cookies through their browser settings.

## Third-Party Links

- Our Site may contain links to external websites not operated by us. We are not responsible for the privacy practices of these third-party websites.

## Legal Basis for Processing

- We process your personal data based on your consent, the necessity to perform a contract, our legitimate interests, or legal obligations, as applicable.

## Information Collection and Use

- Patient 360 does collect some personal information from you when you register on the Site and when you visit Patient 360 pages. When you register with Patient 360, we ask for your name, email address, year of birth, gender, and your zip code address including street, city and state that we do not consider to be “protected health information” or “medical information”.
- Patient 360 uses the information you provide to customize the advertising and content you see, to help fulfill your requests for certain products and services, and to contact you about special offers, new products, and changes in the Site. The conveyance of such messages and advertisements will be in accordance with the Terms of Use Agreement.
- Patient 360 uses “cookies.” A cookie is a small piece of data that is sent to your browser from the site you are visiting and stored on your computer's hard drive. Cookies are quite commonly used throughout the Internet. Cookies do not harm your computer, nor do they access information stored on your computer.
- We may set and access Patient 360 cookies on your computer when you visit the Site.
- Patient 360 may share your information with third-party service providers who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential.
- Patient 360 allows some of its partners to set and access their cookies on your computer. Their use of cookies is subject to their own privacy policies, not this one. Neither our partners nor any other companies have access to Patient 360's cookies.
- If you prefer, you can turn off cookies in your web browser by changing its security settings.
- After you register, Patient 360 will automatically receive and record information on our server logs from your browser including your IP address, Patient 360 cookie information and the page you requested. Recognition of an IP address or other information revealing a user’s a location outside of the United States could lead to termination of access to the Site as Patient 360’s discretion.

## Protected Health Information

We do not consider information that we collect when you register on Patient 360 to be "protected health information" or "medical information".

- In using certain components of the Site, you may provide certain health or medical information that may be protected under applicable laws. Patient 360 is not a "covered entity" under the Health Insurance Portability and Accountability Act of 1996, Public Law 104-191, and its related regulations and amendments from time to time (collectively, "HIPAA"). One or more of our partners may or may not be a "covered entity" or "business associate" under HIPAA, and Patient 360 may in some cases be a "business associate" of a partner. It is important to note that HIPAA does not necessarily apply to an entity or person simply because there is health information involved, and HIPAA may not apply to your transactions or communications with Patient 360 or our partners. To the extent Patient 360 is deemed a "business associate" however, and solely in its role as a business associate, Patient 360, may be subject to certain provisions of HIPAA with respect to "protected health information," as defined under HIPAA, that you provide to Patient 360 or a partner ("PHI"). In addition, any medical or health information that you provide that is subject to specific protections under applicable state laws (collectively, with PHI, "Protected Information"), will be used and disclosed only in accordance with such applicable laws. However, any information that does not constitute Protected Information under applicable laws may be used or disclosed in any manner permitted under this Privacy Policy. Protected Information does not include information that has been de-identified in accordance with applicable laws.
- Our partners have adopted a Notice of Privacy Practices that describes how they use and disclose Protected Information. By accessing or using any part of a partner's site, you acknowledge receipt of the Notice of Privacy Practices from such partner.

## Information Sharing and Disclosure

- Patient 360 will not sell or rent your personally identifiable information to anyone at any time without your consent. By entering your information and submitting it via clicking the Submit button on the site, you are agreeing to allow, and giving consent to Patient 360, to share your information in accordance with this Agreement and the Privacy Policy.
- If you consent, Patient 360 may send personally identifiable information about you to other companies or people when:
  - We need to share your information to provide the product or service you have requested;
  - We need to send the information to companies who work on behalf of Patient 360 to provide a product or service to you. (Unless we tell you differently, these companies do not have any right to use the personally identifiable information we provide to them beyond what is necessary to assist us.);
  - We respond to court orders, rules, or subpoenas.

## Your Ability to Edit and Delete Your Account Information and Preferences

- Patient 360 gives you the ability to edit your registration information and preferences at any time, including whether you want Patient 360 to contact you about specials and new products. The user's ability to amend and edit certain account information may vary under a particular state's laws and will be afforded their rights in accordance with the applicable laws.

## Your State-Specific Privacy Rights

- Patient 360 acknowledges consumer rights may vary across different states and is committed to protecting the privacy of each user in compliance with the distinct rights provided by each state. More specifically, the right to access, delete, correct, process, share, and be served by Patient 360 may not be consistent for the users in different states.
- If you are a California resident, California law may provide you with additional rights regarding our use of your personal information. To learn more about your California privacy rights and how to exercise them, visit the [CPPA website](#).
- If you are a resident of another state with specific consumer privacy law, you may have additional rights regarding our use of your personal information. To learn more about your state's laws, you can research applicable laws in your jurisdiction or contact an attorney to ensure your understanding.
- If you have any questions about this section, whether any of the above rights apply to you or how to exercise these rights, please contact us at [info@patientreach360.com](mailto:info@patientreach360.com) or at our website ([www.myfibroidclinic.com](http://www.myfibroidclinic.com)) and complete the contact us form, explaining your concerns, and indicate "My State's Rights" in the subject line of your communication. Additionally, please note these rights are subject to certain conditions and exceptions under applicable law, which may permit or require us to deny your request.
- **Right to Opt-Out / "Do Not Sell or Share My Personal Information"**. You have a right to opt-out from future "sales" or "sharing" of personal information as those terms are defined by the CCPA. Please contact us at [info@patientreach360.com](mailto:info@patientreach360.com) or complete the please Contact us form in writing to opt-out for all future "sales" or "sharing" of personal information as those terms are defined by CCPA.

## Security

- Your Patient 360 Account Information is password-protected for your privacy and security.

## Changes to this Privacy Policy

- Patient 360 may amend this policy from time to time. If we make any substantial changes in the way we use your personal information we will notify you by either sending you an email or by posting a prominent announcement on our pages. The decision to notify you by one means or the other will be in our discretion, and either method will be deemed effective.

This Patient 360 Privacy Policy Last Amended: June 21, 2024