

## **Website Privacy Policy**

### **SCHERM FAMILY CHIROPRACTIC, PC**

**Commitment to Privacy.** Scherm Family Chiropractic, PC (“Scherm”) respects the right to privacy of all visitors to its website and is committed to maintaining the privacy of those who use our website. This Website Privacy Policy is designed to assist you in understanding how we collect and use the personal information you provide to us and to assist you in making informed decisions when using our website. Scherm may modify this Website Privacy Policy at any time, and such modifications shall be effective immediately upon posting the modified policy on this website. You agree to review this policy periodically to be aware of such modifications, and accessing or using our website constitutes your acceptance of this policy as it appears at the time of your access or use.

**Information We Collect.** When you visit our website, we collect a limited amount of information such as the date and time of the visits and which pages were visited. We use this information to measure the effectiveness of our website and to improve the user experience for all website visitors.

**How We Use Information.** Scherm does not collect personal identifying information about you through our website unless you choose to disclose it. Scherm limits the sharing and use of personal information that you submit to Scherm personnel who need this information to respond to your question or request, to provide services to you, and to address inappropriate uses of our website.

Scherm uses the personal information that you submit to us via our website to administer our business activities and to respond to your inquiries. We will not sell, lease, rent, or license your personal information to a third party, unless you authorize us to do so, or except as required by law. We may provide your personal information to health care entities involved in providing health care to you, such as your health plan or physician. In such a case, Scherm will disclose personal information in compliance with all applicable laws and regulations.

**Publications.** If you provide an email address to subscribe to a Scherm sponsored publication or newsletter, we may use your email address to send you communications about other Scherm products and services. Your email address may be provided to Scherm’s contracted email management vendors for purposes of delivering these communications; however, your email address is not shared with businesses outside of Scherm for any marketing purposes.

**Surveys.** Scherm may occasionally ask site visitors to complete a survey to help us understand the needs of our visitors so that we can improve our site. The data collected from these surveys is aggregated and stripped of identifying information. The information may be shared with third parties with whom we have a business relationship. Those third parties have agreed to keep all data from surveys confidential.

**IP Addresses.** The Web server automatically collects the IP address of the computers that access our site. An IP address is a number that is assigned to your computer when you access the Internet. It is not truly personally identifiable information because many different individuals can access the Internet via the same computer.

**Links to Third-Party Websites.** Our website may contain links to other websites that are neither owned by nor controlled by Scherm. Once you leave our website, our privacy policy no longer applies, and you will be subject to the privacy policies, if any, of the other website.

**Cookies.** Scherm collects information about visitors to its site using “cookies” (also known as an HTTP cookie, web cookie, or browser cookie), which are small pieces of data sent from our website and stored in a user’s web browser while a user is browsing a website. The use of cookies helps us recognize a repeat visitor and offer the visitor a set of services or information requested in a previous visit. We use session cookies to track a visitor’s path through our website during a visit, to help us understand how people use our website. Cookies are not used on non-secure portions of Scherm’s website.

**Security.** Scherm uses reasonable precautions to safeguard the personal information provided to us voluntarily by website visitors. We protect electronic information behind a firewall and encrypt online forms that are submitted through our website. We also restrict your personal information so that only Scherm employees and agents who need it to perform their job have access to it. However, messages that you send to us by email may not be secure. If you choose to send any confidential personal information to us via email, you accept the risk that a third party may intercept and use this information.

**For Colorado, Connecticut, Virginia and Utah Privacy Rights:** The section (Notice of Colorado, Connecticut, Virginia and Utah Privacy Rights) relates solely to residents of the States of Colorado, Connecticut, Virginia and Utah, and provides you with information about your privacy rights under the Colorado Privacy Act, the Connecticut Data Privacy Act, the Virginia Consumer Data Protection Act and the Utah Consumer Privacy Act.

This section shall be effective for the residents of those States on the dates set forth below:

Effective January 1, 2023, for residents of the State of Virginia

Effective July 1, 2023, for residents of the States of Colorado and Connecticut

Effective December 31, 2023, for residents of the State of Utah

For purposes of this section, "residents", "consumers" or "you" means individuals of those states who are acting in their individual or household context. This section does not apply to individuals acting in their commercial or employment context.

1. Personal Information we collect  
You have a right to know the categories and types of personal information we collect about you.
2. Categories of sources from which we collect personal information  
You have a right to know the categories of sources from which we collect your personal information.
3. Our processing of your personal information  
You have the right to know how we process and use your personal information.  
For residents of the State of Virginia, to the extent that we maintain de-identified data, we take reasonable measures to ensure that de-identified data cannot be associated with a natural person, we publicly commit to maintaining and using de-identified data without attempting to re-identify

the data, and we contractually obligate any recipient of the data to comply with the same obligations.

4. Disclosure of Personal Information

You have the right to know if we share your personal information with any third parties.

5. No Sale of Data or Use of Data for Targeted Advertising

We do not sell your personal information and we do not use your data for targeted advertising (as that term is defined by your applicable state law). We may send you advertising in response to your request for information or feedback or based on your activities with our website, including your search queries and visits to our website. However, we will not send you targeted advertising based on your activities across non-affiliated websites to predict your preferences or interests.

6. Your Rights

Where we act as the Controller of your personal information (as opposed to a Processor as those terms are defined in your applicable State law), you have the right to submit a request to us for the following:

- a. Your right to access. You have the right to know if we process your personal information and have access to such information and certain details of how we use it.
- b. Your right to correct. We take reasonable steps to ensure that information we hold about you is accurate and complete. However, you have the right to request that we correct any inaccurate personal information that we have about you.
- c. Your right to delete. You may have the right to request that we delete your personal information where we act as a controller. This right is subject to several exceptions and we may deny your deletion request if retaining the information is necessary for us or our processors to:
  - i. Complete the transaction for which we collected the personal information and take actions reasonably anticipated within the context of our ongoing business relationship with you or our client;
  - ii. Detect bugs or errors in our websites, detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities;
  - iii. Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us;
  - iv. Comply with a legal obligation; or
  - v. Make other internal and lawful uses of that information as permitted by law or that are compatible with the context in which we collected it.
- d. Your right to restriction of processing (opt-out). You have the right to opt-out of processing your personal information for purposes of profiling in furtherance of any automated processing of your data that produce legal or similarly significant effects concerning you. (This right only applies to residents of the States of Colorado, Connecticut and Virginia.)
- e. Your right to data portability. You have the right to obtain a copy of your data in a portable, and to the extent technically feasible, readily usable format that allows you to transmit the data to a third party.
- f. Your right to non-discrimination and no retaliation. We will not discriminate or retaliate against you for exercising any of your rights, including but not limited to, by denying you goods or services, charging you different prices for goods or services, or providing you a different level or quality of goods or services.
- g. Your right to restrict the processing of sensitive information. Unless we are processing your sensitive information pursuant to any of the legal exemptions listed below or as otherwise allowed by law:

For residents of the States of Connecticut, Virginia and Colorado, we will not process your sensitive information without first obtaining your consent; and

For residents of the State of Utah, we will not process your sensitive personal information without providing you with notice and an opportunity to opt out.

### **Exercising Your Rights**

You may exercise your rights described above by submitting a request to us by:

Emailing Dr. Janine at [jscherm@schermfamilychiropractic.com](mailto:jscherm@schermfamilychiropractic.com).

### **Authentication Process**

We will only fulfill requests when we can verify your identity and confirm that you are authorized to make such a request.

Only you, as the parent or legal guardian on behalf of your minor child, or your authorized agent, guardian or conservator may make a request related to personal information. If an authorized agent, legal guardian or conservator submits the request, we may require your written permission to do so and may require additional information to authenticate your identity. We may deny a request by an authorized agent, legal guardian or conservator who does not submit proof of authorization to act on your behalf.

We will only use the personal information you provide in a request to verify your identity or authority to make the request.

### **Response Timing and Format**

We will respond to an authenticated request within forty- five (45) days of its receipt, and will notify you within those forty-five (45) days if we require more time to respond and the reasons for the additional time.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

If we cannot comply with a request or a portion of the request, we will include the reasons in our response.

For residents of the States of Colorado, Connecticut and Utah, you may make one request within a twelve-month period at no charge. For residents of the State of Virginia, you may make a request up to two (2) times within a twelve (12) month period at no charge. We reserve the right to charge a fee to process or respond to any request that we consider excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

### **Right to Appeal**

You have the right to appeal our decision within a reasonable period of time after receipt of our response. You may appeal our decision by sending an email to Dr. Janine at [jscherm@schermfamilychiropractic.com](mailto:jscherm@schermfamilychiropractic.com). We will respond to your appeal within 60 days of receipt (45 days of receipt for residents of Colorado) and will inform you of any decisions and the reasons for such decisions.

Please note that in certain cases we may collect your personal information as a processor (as opposed to a controller, as those terms are defined in your applicable state privacy law) pursuant to a contract we have with a commercial client (the controller) to provide a service. In such a case, we are required to collect and process your information only based on the instructions received from the controller. Should you direct your requests to exercise your rights to us, we may be required to share your request with the controller, who is the party responsible under your applicable state privacy law for receiving, authenticating and responding to your requests.

### **Exemptions**

This section (Notice of Colorado, Connecticut, Virginia and Utah Privacy Rights) does not apply to certain entities and data that are exempt from your applicable state privacy law, including but not limited to the following: covered entities, business associates and protected health information governed by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the Health Information Technology for Economic and Clinical Health Act (HITECH); financial institutions and personal information subject to the Gramm-Leach-Bliley Act (GLBA); and personal information collected, processed, sold, or disclosed pursuant to certain sector-specific privacy laws, including the Fair Credit Reporting Act (FCRA), the Family Educational Rights and Privacy Act, the Farm Credit Act and the Driver's Privacy Protection Act of 1994 (DPPA).

**Policy Change Notification.** Scherm uses the information you provide us in accordance with the privacy policy that was in effect when you provided the information. From time to time, Scherm may change its privacy policy, such as when there is a new law or when technology changes. Please check our website frequently to see changes to the privacy policy.

**Questions About Your Personal Information.** If you have questions about your personal information maintained by Scherm, please contact Dr. Janine at [jscherm@schermfamilychiropractic.com](mailto:jscherm@schermfamilychiropractic.com).

Updated 4/17/2023