

Effective Date & Last Modified February 6, 2013

PLEASE READ THIS PRIVACY POLICY CAREFULLY BEFORE USING OUR WEBSITES OR SERVICES. BY ACCESSING OR USING OUR WEBSITE OR OUR SERVICES (OTHER THAN TO READ THIS PRIVACY POLICY FOR THE FIRST TIME), YOU AGREE TO THIS PRIVACY POLICY.

## **INTRODUCTION**

This Privacy Policy tells you the types of information we collect when you use our Sites or Services, how we use that information, and the instances in which we share your information.

## **California Dermatology Care Privacy Policy**

### **SUMMARY OF KEY PRINCIPLES**

We thought it would be helpful to set out briefly the key ways in which we use your information and how we seek to protect privacy. Of course, you should read the terms of our full Privacy Policy.

- We typically collect two kinds of information about you: (a) information that you provide that personally identifies you (e.g., full name or [phone](#) number); and (b) information that does not personally identify you (e.g., your IP address or type of browser);
- This information is transmitted to, held and processed by us in the United States of America;
- We typically use this information to provide you with our website and related services, and to produce reports and data about internet traffic, patient inquiry database;
- We do not disclose this information to authorized third parties;
- You may at any time opt-out of certain activities as set out below (see section VI);
- We take reasonable security measures to safeguard information;
- If you register with us, you have the ability to update or correct the information you previously provided via the account section;
- If you have any questions or concerns about privacy at California Dermatology Care please contact us by emailing [staff@caldermcare.com](mailto:staff@caldermcare.com);
- Our websites and our services are not designed or intended for use by children under 13; and
- This Privacy Policy may change from time to time so please check this policy regularly. Any material changes will be notified to you by email as appropriate.

### **I. WHAT INFORMATION DO WE COLLECT?**

We collect two kinds of information related to you: (a) Personally Identifiable Information ("PII"); and (b) Non-Personally Identifiable Information ("Non-PII").

**(a) Personally Identifiable Information:** PII includes any information that identifies you as person. We collect your PII when you choose to register with us or when you choose to participate in an interactive feature of our Sites such as emailing our staff. You may: (a) provide your name, phone number, email address when registering with our Sites; (b) provide certain demographic information about you (e.g., medical or cosmetic interests and preferences etc.); or (c) post a general comment and/or recommendation on our Sites.

**(b) Non-Personally Identifiable Information:** Non-PII is any information that does not identify you as a person including PII which has been rendered anonymous. We obtain non-PII either separately or together with your PII as described above. We collect certain non-PII from you when you access our Sites including IP addresses and information relating to your browser, operating system, ISP, the third party website from which your visit

originated and how you use our Sites such as the web pages you visit, and the duration of your visits.

## **II. HOW WE USE & SHARE THE INFORMATION COLLECTED**

PII and Non-PII is used to provide, or improve, our Sites and Services to you and to carry out your requests, respond to your inquiries, better serve you and understand your needs, or is used in other ways naturally associated with the circumstances in which you provided the information. We do not disclose PII and Non-PII to any 3<sup>rd</sup> party.

In addition, we use non-PII to help analyze site traffic, understand customer needs and trends, carry out targeted promotional activities. We may use your non-PII by itself or aggregate it with information we have obtained from others to produce research reports and other information and data about online shopping for participating merchants and other customers, as well as media and other interested parties.

## **III. COOKIES AND PREFERENCE BASED ADVERTISING**

We do not utilize "cookies" or analogous technology to track users who utilize the Site. We do not conduct Preference Based Advertising.

## **IV. SALE OF BUSINESS AND DISCLOSURE BY LAW**

**(a) Business Transactions:** We may disclose PII and Non-PII held by us : (a) to a prospective seller or actual seller of any business or assets we acquire; (b) if all or any of our assets are acquired by a third party, in which case, PII and Non-PII may be one of the transferred assets.

**(b) Required disclosures :** We may disclose and use any PII or non-PII if we are required to do so by law, with respect to copyright and other intellectual property infringement claims, or if we believe that such action is necessary to: (a) fulfill a government request; (b) conform with the requirements of the law or legal process; (c) protect or defend our legal rights or property, our Sites, or other users; or (d) in an emergency to protect the health and safety of our Sites' s users or the general public.

## **V. SECURITY OF INFORMATION**

We work to protect the security of your information during transmission. We also use a secure server hosting location in the US, firewall protection, controlled access and encryption technology to protect your data. Please be advised, however, that while we strive to protect your PII, we cannot guarantee or warrant the security of any information you disclose or transmit to us online and are not responsible for the theft, destruction, or inadvertent disclosure of your PII. In the unfortunate event that your personally identifiable information is compromised, we will notify you by e-mail to the last e-mail address you have provided us as soon as feasible under the circumstances (delays in notification may occur while we take necessary measures to determine the scope of the breach and restore reasonable integrity to the system, as well as for the legitimate needs of law enforcement if notification would impede a criminal investigation.)

## **VI. YOUR OPTIONS & OPT-OUTS**

**(a) What Information Can I Access?** If you register as a California Dermatology Care patient, you will typically have access to an account section that includes the registration information you previously provided which you can update or correct at any time. If there is any inaccurate information that you are not able to correct, just let us know. Furthermore, some information is never completely removed from our databases due

to technical (e.g., information that is stored in our “back-up” systems) and certain legal constraints.

**(b) What Choices Do I Have (Opt-Out)?** You have many choices regarding how we use information about you, including: (1) emailing us at [staff@caldermcare.com](mailto:staff@caldermcare.com) regarding your preference to opt out and not be contacted.

**(c) You May Contact Us With Questions:** If you have any questions or concerns about privacy at California Dermatology Care, please contact us by emailing [staff@caldermcare.com](mailto:staff@caldermcare.com).

## **VII. CHILDREN**

As neither our Sites nor our Services are intended for use by children under 13, children under 13 may not submit any PII to us. Also, if you are under 18, you should use California Dermatology Care and submit information only with involvement of a parent or guardian.

## **VIII. REVISIONS**

This Privacy Policy may change from time to time to reflect our changing business practices. We will provide you notice of any such changes by posting the new policy on our Sites or by email if the changes are material.

## **VII. SOLE STATEMENT**

This Privacy Policy and our [Terms of Use](#), both as posted on our Websites and through our Services, contain all of the material terms of regarding your use of our Websites and Services. No summary, modification, restatement or other version thereof, or other privacy statement or policy, in any form, is valid unless we post it to our Websites and Services.

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