

2500 York Road • Suite 300 • Jamison, PA 18929

## Physicians Endoscopy Privacy Policy

### Your privacy is important to Physicians Endoscopy.

This Physicians Endoscopy (PE) Privacy Policy explains how Physicians Endoscopy may from time to time use personal information that you provide to us, or we obtain through our website at <u>www.endocenters.com</u>. By accessing or submitting content to our website, you agree to the terms set forth in this Privacy Policy.

Please take a moment to familiarize yourself with our privacy practices and <u>let us know</u> if you have any questions.

#### Information we collect

Physicians Endoscopy does not collect personally identifying information from visitors to its site unless this information is directly provided by the visitor or through the visitor's browser. PE will not use this personal information provided through your use of this site except for the purposes outlined in this Privacy Policy. We may also combine it with other information to provide and improve our services, content, and advertising. You are not required to provide the personal information that we have requested, but, if you choose not to do so, in many cases we will not be able to provide you with a tailored experience.

We also collect data in a form that does not, on its own, permit direct association with any specific individual. The following are some examples of non-personal information:

- We may collect information such as occupation, zip code, area code, unique device identifier, location, and the time zone where a device is used so that we can better understand customer behavior and improve our services, and advertising.
- We may collect information regarding customer activities on our website and from other products and services. This information is aggregated and used to help us provide more useful information to our audience and to understand which parts of our website, and services are of most interest. Aggregated data is considered non-personal information for the purposes of this Privacy Policy.

If we do combine non-personal information with personal information the combined information will be treated as personal information for as long as it remains combined.

#### How we collect information

• Information you give us. For example, a form you may fill out to receive a subscription, a piece of content, or to contact us. When you fill out that form, we will ask for personal information such as your name, address, email address or telephone number. We reserve the right to reject any information that you may give us.

- Information we get from your use of our digital offerings. We may collect information about how you view and interact with our digital content through third-party technologies. This information includes:
  - Log information:
    - Details of how you used our content, such as opens, clicks, forwards, downloads, search queries and page visits
    - Internet protocol address
    - Domain names
    - Device information such as browser type, device type, date and time of request, referring URL
  - Cookies: We use various third-party technologies that collect and store information when you visit a piece of digital content related to Physicians Endoscopy. This may send one or more cookies to your device for a specified period of time. By using this website and/or clicking on any link on this website, you confirm your consent to Physicians Endoscopy placing and using cookies in accordance with this Privacy Policy. Your browser may allow you to refuse to accept cookies and you have the right to set your browser to do so, although this may disable or render unusable some of the features of this website.

#### How we use the information we collect

We use the information we collect to deliver, maintain, and improve upon our current digital content and offerings in order to provide you with a more personalized, relevant experience with Physicians Endoscopy—tailoring content to your specific needs and interests.

When you contact Physicians Endoscopy, we may keep a record of your communication(s) for internal use-- keeping you informed of our services such as PE partnership models or current PE-affiliated career opportunities.

We also may disclose the information we collect from you in order to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a subpoena.

We do not share any information collected with anyone outside of Physicians Endoscopy. We do not, however, assume responsibility for the privacy policies of the technologies that we may use to collect such information such as Google Analytics.

### Accessing Your Information

If you have previously submitted a form and/or currently receive communications from Physicians Endoscopy, we can provide information updates and corrections, for example updated mailing address or phone number, at your request by completing the 'contact us' form at <u>www.endocenters.com/contact</u>. Your request will be reviewed and may be modified within 1-2 weeks. Because of this, immediate modification of the information may not occur and communications may still be directed toward the prior contact information until the update(s) are made.

To automatically change email communication preferences, visit <u>http://www2.endocenters.com/preferences</u> or click 'Update Subscription Preferences' at the bottom footer of a previous email received from Physicians Endoscopy. To unsubscribe from all

email communications, click 'Unsubscribe from this List' at the bottom footer of a previous email received from Physicians Endoscopy.

#### **Information Security**

All of our communications are sent using SSL. In many cases, information is stored and sent via third-party technologies who have their own accompanying security protection.

We restrict access to personal information to only those Physicians Endoscopy employees who need to know that information in order to process it, and who are subject to confidentiality obligations.

## **Policy Application**

Our Privacy Policy applies to all of the digital content publicly offered by Physicians Endoscopy on www.endocenters.com. Other items or services have separate policies and guidelines in place.

Our Privacy Policy does not apply to other companies or individuals, such as other sites linked to or from a page on our domain or areas where our company may appear digitally outside of endocenters.com such as in ads or in search results. Physicians Endoscopy is not responsible for the privacy policies or practices of such third parties.

Physicians Endoscopy reserves the right to change this Privacy Policy-at any time, without advanced warning to users of our site. Should any changes be made to this Privacy Policy, PE will post the modified Privacy Policy on <u>www.endocenters.com</u> under the Privacy Policy page and such changes shall be effective as of the date the modified Privacy Policy is posted. The new policy will only apply to information collected thereafter.

# Additional Privacy Protections for Children

The www.endocenters.com website is not designed for or targeted to children under the age of 13, and Physicians Endoscopy will never knowingly collect the information of a child under the age of 13 through the website unless such information is submitted by that child's parent or guardian in connection with services provided to such child by Physicians Endoscopy. Any information submitted to Physicians Endoscopy about a child under the age of 13 by anyone other than that child's parent or guardian will be deleted. Any information that Physicians Endoscopy reasonably believes originated from a child under the age of 13 will be deleted.

### Have Questions?

If you have any questions about this Privacy Policy or our treatment of your personal data, please submit in writing via email to info@endocenters.com or via mail to Physicians Endoscopy, 2500 York Road, Suite 300, Jamison, PA 18929.