**Privacy Policy**

Desert Spine and Sports Physicians ("Practice" or "we") recognizes the importance of protecting the privacy needs of users of our websites and social media pages (the "Service"). This Privacy Policy describes the types of personal information we may collect from you or that you may provide when you visit the Service and how we use, maintain, protect, disclose, and process such personal information. Please read this policy carefully. As used in this Privacy Policy, “personal information” means information that identifies, relates to, or describes an identified or identifiable natural person.

This Privacy Policy does not apply to the personal information, including health information, that we collect in-person and in the course of providing treatment services. Please do not submit health information to the Service. See our [HIPAA Notice of Privacy Practices](https://www.desertspineandsports.com/wp-content/uploads/2023/10/HIPAA-PRIVACY-AND-SECURITY-POLICY-SUMMARY.pdf) for more information about how we receive and process that personal information.

**Information We Collect and Use**

**Through the Service**. We collect and store the following personal information and use it for typical business purposes (including security and anti-fraud purposes), as described more specifically below.

* Personal identifiers. We receive personal identifiers (such as your name, phone number, cell phone number, e-mail address, mailing address, and social media username) and use them to respond to your requests, and to communicate with you. We may also collect and use this information to respond to feedback, complaints, and to provide information about our products and services.
* Message content. We receive messages you provide through the Service, including in connection with customer service requests. We use this information to respond to your requests and to improve the Service and our service. We may also use this information to post reviews on our Service.
* Anonymous or aggregated information. We de-identify or aggregate data we receive and may use and disclose it for any business purpose.
* Inferences. We may draw inferences from the categories of information described above. This information may be used so that we can improve future user experiences with the Practice and to provide a more personalized experience.

**Social Media**. If you post information on our social media pages, we may use the information to respond to your post, to promote our business and services, and in the normal course of our business operations. We may collect personal identifiers, such as your social media username, and other personal characteristics that you have made publicly available on the social media website. Note that the third-party operators of social media websites also receive such information and your posts, and their use of your personal information is governed by their own privacy policies. Please do not submit health information to the social media pages.

**Automatically Through the Service**. When you visit the Service, we and our third-party partners, such as advertising partners and analytics providers including Google Analytics, collect information by automated means. Such means include the use of cookies, web beacons, web server logs, and other similar technologies.

We may use such technologies to collect personal identifiers (such as your IP address), information about your device (such as your browser characteristics, device IDs and characteristics, operating system version, and language preferences) and information concerning your usage of our Service (including the link you used to reach a given webpage). For example, we use this information to determine how many users have visited particular webpages, viewed particular content, or opened messages or alerts, and we may also use such information to improve the performance of the Service, to improve our marketing activities, and to enforce our website service terms, prevent malicious conduct, and for anti-fraud and security purposes.

In some cases, our third-party partners may process information collected by cookies and related technologies that we permit them to use on the Service. With respect to any social network pages that we may use, please see the privacy policies and any cookie policies of the applicable social network providers as to their automated data collection practices.

As indicated above, we, similar to many other website operators, currently use Google Analytics to collect and process certain Service usage data. To learn more about Google Analytics and how to opt out, please visit <https://tools.google.com/dlpage/gaoptout>. In addition, you can click the following link in order to find out more information about your options with respect to Google Analytics and other Google services: <https://policies.google.com/technologies/partner-sites>.

You may learn more about advertising networks and opt out of receiving personalized advertisements on this browser or device from advertisers who are members of the Network Advertising Initiative or who subscribe to the Digital Advertising Alliance’s Self-Regulatory Principles for Online Behavioral Advertising by visiting the opt-out options of each of those organizations. Links to those sites are here:

Network Advertising Initiative:

·      Browser Opt-Out: http://www.networkadvertising.org/choices

Digital Advertising Alliance:

·       Browser Opt-Out: http://www.aboutads.info/choices

Note that, when you opt out of personalized advertising, you may continue to see online advertising on the Service and/or our ads on other websites and online services.

You may be able to change a web browser’s settings to block and delete cookies when you access the Service through that web browser. However, if you do that, the Service may not work properly; also, we will still receive basic information (such as last URL visited) when you navigate to the Service. The Service does not respond to browser do-not-track signals.

**Information Disclosures**

We may provide third parties with the personal information we collect (as described above) for our business purposes to assist us in providing and marketing our services to you.

**To Provide, Protect, and Improve Our Service and Services**. We disclose personal information as necessary to operate our business, such as with third-party vendors and affiliates in connection with providing services to you. We require that third-party vendors use personal information only for that purpose, and we also require assurances that they will appropriately protect personal information entrusted to them. We also may access, preserve, and disclose information if we believe that such action is necessary in our judgment to comply with a legal obligation or to protect and defend our rights or property, or those of others. For example, we may provide information, including IP address information, to our service providers to protect the Service, such as for fraud detection purposes.

**To Comply with the Law and Legal Process**. We may access, preserve, and disclose information concerning you if required to do so by law or if we believe that such action is necessary in our judgment to comply with a legal obligation.

**Other Sharing**. We may share information as described under “Information We Collect and Use” above and for other business purposes as otherwise explained in this Privacy Policy.

**Sales, Mergers, and Acquisitions**. In the event of a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of company assets, or transition of service to another entity (whether by private sale, through operation of law, as part of a divestiture plan, or otherwise), we will provide personal information and transaction history associated with each such business unit to the persons and/or entities assuming control of such business unit or as otherwise necessary to complete the transaction as permitted by law or contract.

**Retention of Personal Information**

As a general matter, we only keep information for as long as necessary to fulfill the purposes for which it was collected, as stated in our retention policies, and permitted or required by law, such as to comply with recordkeeping and other legal obligations. There may also be residual information that will remain within our backup files, databases, and other records, which will not be removed or changed, except in accordance with retention policies.

**Protection of Personal Information**

We strive to process your information securely, in accordance with this Privacy Policy, and in accordance with information security requirements imposed by applicable law. We cannot, however, be responsible for Internet communications that are inherently not completely secure.

**Links to Third-Party Websites**

The Service may contain links to other websites, and other websites may link to the Service. This Privacy Policy does not apply to personal information that you submit to the websites of our business partners, partner practices, or any other third-parties or that are collected by them from you, even if those third-party websites are linked to our Service. We are not responsible for the privacy practices of such other websites. When you visit another website – via a link from the Service or otherwise – you should review the privacy policy of that other website. This Privacy Policy applies solely to information provided or obtained on our Service.

**No Use by Children Under the Age of 13**

The Service is not intended for use by children under the age of 13. If you are under the age of 13, you may not use our Service. We do not knowingly collect, maintain, or use personal information from children under 13 years of age. If we believe that any information has been posted by a child under the age of 13, we will promptly delete that information. Parents may contact us using the methods set forth below to request that information concerning their child be removed from our Service.

**How to Contact Us with Questions**

Customer questions, comments, and feedback are very important to us. If you have questions about this Privacy Policy please contact us at:

Desert Spine and Sports Physicians

3700 N. 24th St. Suite 210 Phoenix AZ 85016

or by e-mailing us at info@desertspineandsports.com.

**Privacy Rights**

If you make requests for privacy rights with respect to personal information, we will comply with restrictions and any requests you submit as we are required to do by applicable law. The Service does not request sensitive personal information and we do not offer the ability to limit the use or disclosure of such information. Please do not submit sensitive personal information, such as health information, to the Service.

**Notification of Change to the Privacy Policy**

We reserve the right to modify this Privacy Policy. Whenever we decide to change this Privacy Policy in a material manner, notice of the change will be posted on the Service for a reasonable period of time or provided to you using other means. Nevertheless, you should review the Privacy Policy from time to time to be sure you are aware of the most recent version. Please be assured that we will only use information in accordance with the Privacy Policy in effect at the time the information was collected, unless we receive your consent.

Effective: October 17, 2023.