



Website Privacy Statement

This Website Privacy Statement explains how Brightland Health uses and shares the information we collect when you use our website. Your privacy is important to us. This Website Privacy Statement does not apply to information we may collect about you through other means, such as in the office.

Please review this Website Privacy Statement carefully.

The Type of Information We May Collect

We may collect the following categories of information:

- **Contact information**, such as your name, mailing address, email address, and phone number.
- **Internet activity information**, such as your Internet Protocol (IP) address, name of the network domain you use to access the Internet, and information about your interactions with our website.
- **Other information you choose to provide**, such as information you provide when you contact us or information you enter on our website.

We may also collect certain sensitive categories of information, including your protected health information (PHI). Our practices with respect to your PHI are described in our HIPAA Notice of Privacy Practices.

How Do We Collect Your Information

We may collect your information from different sources. These may include interactions with you, such as when you contact us, submit a form, or make an online request. These may also include cookies and other tracking technologies, which are deployed on various pages of our website.

What are Cookies and Other Tracking Technologies

"Cookies" are small data files that are sent to the web browser on your device (computer, phone, tablet) to store information. Brightland Health may use these "cookies," and other data collection technologies to collect your information. This information is used to improve your experience while using our website.

Cookies generally fall into one of the following categories:

- **Essential cookies.** These cookies are necessary in order to enable basic features of our website for general use.

- **Functional cookies.** These cookies help personalize features for you on our website.
- **Analytics cookies.** These cookies help us learn how you interact with our website. They help gather statistics including traffic, number of visitors, and bounce rate.
- **Marketing cookies.** These cookies provide you with customized advertisements that are tailored to your interests or behaviors on the Website or on other websites.

Some pages on our website may include links to social media (Facebook, Instagram.) We are not responsible for the data collection of any third party. Your interactions with these features are governed by the privacy policy of these other companies.

Brightland Health may use third-party services such as Google Analytics to provide usage analytics.

How We Use Your Information

We may use your information in the following ways:

- To provide you with customer service
- To send you information or respond to your communications
- To contact you regarding upcoming appointments
- To process billing
- To manage telehealth services
- To improve your user experience
- To improve our services
- To comply with legal requirements
- To maintain the security of our website
- To prevent fraudulent, malicious or illegal activity

How We Share Your Information

Brightland Health will not sell, rent, share, or trade your information with third parties in ways, different from what is disclosed, without first obtaining your consent. We may share your information under the following circumstances:

- **By law.** If we believe it is required, necessary, or appropriate, we may disclose your information to comply with any applicable legal process; to protect our property, or safety, and those of others; to protect the rights of Brightland Health and of our patients, healthcare providers, and vendors; to respond to claims or to enforce policies and procedures; and to pursue damages or other remedies; and/or to respond to an emergency.
- **Service providers.** We may share your information with companies that provide services to us, such as telehealth, software, or billing providers.

- **With your consent.** We may disclose your information if we have your consent.

Protecting Your Information

Protecting your information is of the utmost importance to Brightland Health. We do our best to secure and safeguard the information we collect. Our technology is designed to prevent the loss, misuse, and alteration of the information under our control. However, it is impossible to guarantee the security of your information.

Opt-Out of Marketing Emails

We may send you emails with important notices or promotional content. If you do not wish to receive marketing emails from us, you may unsubscribe at any time. Please note that, even if you unsubscribe from emails, you may continue to receive emails from us concerning legal matters or other important topics.

Privacy of Children

Because Brightland Health is committed to protecting the privacy of children, our services are not intended for use by or directed at children under the age of 13. We do not knowingly nor intentionally collect information from anyone under 13 years of age. If we are made aware that we have received such information, or any information in violation of our policy, we will use reasonable efforts to locate and remove that information from our records.

Changes to the Website Privacy Statement

Brightland Health may update this Privacy Statement from time to time. Any changes will become effective upon posting of the revised version of the Website Privacy Statement.

Contact Information

If you have questions or concerns about this Website Privacy Statement, please contact us at info@brightlandhealth.com.