

## Privacy Policy

**Last Updated : September 2018**

This Privacy Policy applies to any Laurel Health Care Company websites and mobile applications (“Site” or “Sites”) linked to this Privacy Policy. This Privacy Policy explains Laurel Health Care Company’s data collection, usage, sharing, and protection practices with respect to data collected via the Sites. By using any Site, you consent to the data practices described in this statement.

### **Collection of Your Information**

**Contact Us or Sign Up for Newsletters and Information from Us.** You may provide Laurel Health Care Company with information, such as your e-mail address, name, home or work address or telephone number.

**Make Payments.** You may be able to make payments online by accessing a vendor website available from the Sites. When you make a payment, you may be asked to submit information, including your medical record number, online ID, name, address, telephone number, and email address, bank account information, or credit card information. We may receive information from the vendor about payment transactions for our records, but we do not receive any bank account or credit card information that you submit to the payment processor.

**Communicate with Us.** We collect information about you through your communications with us, including through social media.

**Location Information from Your Device with Your Permission.** We collect and use your geo-location information if your device settings are enabled to send it to us or you otherwise give us permission. We use this information to find Laurel Health Care Company locations near you and to provide and improve the Sites.

**Automatic Data Collection: Cookies and Related Technologies.** When you visit our Sites or open our emails, we and our third-party partners, such as advertising networks, social media widgets, and analytics providers, collect certain information by automated means, such as cookies, web beacons and web server logs. By using the Sites, you consent to the placement of cookies, beacons, and other similar technology in your browser and on emails in accordance with this Privacy Policy. The information collected in this manner includes IP address, browser characteristics, device IDs and characteristics, operating system version, language preferences, referring URLs, and information about the usage of our Sites. We may use this information, for example, to determine how many users have visited certain pages or opened messages or newsletters, or to prevent fraud. We may link this data to your profile. Our partners also may collect and combine information about your online activities over time, on other devices, and on other websites or apps, if those websites and apps also use the same partners. We currently use Google Analytics to collect and process certain website usage data. To learn more about Google Analytics and how to opt out, please visit [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). You may be able to change browser settings to block and delete cookies when you access the Site through

a web browser. However, if you do that, the Site may not work properly. The Site does not respond to browser do-not-track signals.

**Other Websites.** Laurel Health Care Company encourages you to review the privacy statements of websites you choose to link to from Laurel Health Care Company so that you can understand how those websites collect, use and share your information. Laurel Health Care Company is not responsible for the privacy statements or other content on websites outside of the Sites.

### **Use and Disclosure of your Information**

**To Operate the Sites and Provide Services to You.** Laurel Health Care Company collects your information to operate the Sites and for service-related purposes. Laurel Health Care Company may also share information with vendors and service providers that perform services for us. For example, if we have provided medical services to you, we may share with a vendor that processes online payments for us certain information, including your name, contact information, and medical record number, for recordkeeping and payment reconciliation purposes.

**To Communicate with You.** We may use your information to respond to your requests and provide you with information you request. We and our affiliates may call you at the telephone number that you have provided to us to contact you about our services. We may, without further notice or warning and in our discretion, monitor or record telephone conversations that we have with you or anyone acting on your behalf for quality control and training purposes or to protect our rights.

**Displaying to Other Users.** The information and content you provide to the Sites in public forums, such as comments you post, may be displayed to users of the Sites. We are not responsible for how other users will view and use the posted information.

**Social Networking Websites.** The Sites may allow you to share information with social networking websites, such as Facebook. Their use of the information will be governed by their privacy policies, and we are not responsible for how they treat the information.

**Marketing and Advertising Partners.** We do not rent, sell, or share personal information about you that we collect on the Sites with other people or unaffiliated companies for their direct marketing purposes. We allow access to your information to enable the delivery of online advertising to you and others on the Sites and on other websites and online services from us and our third-party advertising partners, or to send you information we think may be useful or relevant to you. Laurel Health Care Company may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

You may be able to opt out of receiving personalized advertisements on this browser or device from advertisers, or other advertising networks 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/>

When you opt out of personalized advertising, you may continue to see online advertising on the Sites and/or our ads on other websites and online services.

**Other Uses and Sharing.** Laurel Health Care Company may also access, preserve, and share your information if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Laurel Health Care Company or the Sites; (b) respond to your requests; (c) protect and defend the rights or property of Laurel Health Care Company, you, or others; (d) act under exigent circumstances to protect the personal safety of users of the Sites or the public; or (e) as part of any merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of company assets, or transition of service to another provider.

### **Security of Your Information**

Laurel Health Care Company uses commercially reasonable measures to secure your personal information from unauthorized access, use or disclosure. However, no data over the internet can ever be guaranteed to be 100% secure. Consequently, Laurel Health Care Company cannot and does not ensure or warrant the security of your information and you understand that any information that you transfer or transmit to Laurel Health Care Company is done at your own risk.

### **Changes to this Policy**

Laurel Health Care Company will occasionally update this Privacy Policy. Laurel Health Care Company displays an Effective Date at the top of this Privacy Policy so that it will be easier for you to know when there has been a change. If there are material changes to this Privacy Policy, Laurel Health Care Company will notify you by posting a notice on the Site to which this Privacy Policy links or by other means, such as by sending you an email. Laurel Health Care Company encourages you to periodically review this Privacy Policy to be informed of how Laurel Health Care Company is protecting your information.

### **Contact Information**

Laurel Health Care Company welcomes your comments regarding this Privacy Policy. If you have any questions about this Privacy Policy, please contact us at:

Laurel Health Care Company  
8181 Worthington Road  
Westerville, Ohio 43082