# Privacy Policy

Welcome to pediatricgroup.com! This site is provided by The Pediatric Group, LLP with content that may be provided by one or more of its affiliates (collectively, "The Pediatric Group", "we", or "us"). The information on this site is provided for general informational and educational purposes only.

The Pediatric Group strives to protect the confidentiality of information our users may provide to us. Our goal is to maintain your trust and confidence when handling personal information about you. Please remember that certain electronic communications such as email are not secure and should never contain protected health information or other sensitive content. This Privacy Policy outlines our efforts to protect the privacy of any information collected by us through this site and does not apply to information collected by The Pediatric Group through other means. Please view our <u>Notice of Privacy Practices</u> regarding the treatment of protected health information at our pediatric offices.

### Information Collected

*Personal Information* collected through this site only includes information voluntarily submitted to us by our users, and may include email submissions and responses to electronic surveys or marketing campaigns. You are not required to submit any personal information to us in order to view the public content of this website.

*Non-personal Information* collected through this site includes information that a website sends to your computer while you are viewing this site to provide us with statistics regarding the frequency of visitors to our website and other anonymous information that helps us to better manage our site. We may also contract with third parties to provide us with: data collection and reporting services regarding our users' activities on the site; tracking and measuring performance of our marketing efforts and your response to our marketing efforts; and the delivery of relevant marketing messages. None of your personal information will be received by or shared with these third parties. If you do not want this non-personal information shared, you can change the settings of your browser to reject cookies. (Browsers differ, so refer to your browser's help menu for instructions on how to do this.)

Whatever the purpose may be, we will only collect information to the extent reasonably necessary to fulfill your requests and our legitimate business purposes and will continually maintain physical, electronic and procedural safeguards that meet applicable law to protect the security of your information.

## Third Party Sites

Our website may contain links to sites owned or controlled by third parties. The Pediatric Group is not responsible for and cannot control the privacy and security practices of such third party sites. Once you've left our website, this Privacy Policy does not apply.

## Privacy of Children

We always want to protect the privacy and safety of children. We realize that they may not understand all the provisions of our policy or be able to make thoughtful decisions about the choices that are made available to our adult users. We strongly urge all parents to participate in their children's exploration of the Internet and any online services and to teach their children about protecting their personal information while online.

## Additional Uses

Information provided through this site may be shared by The Pediatric Group, with its affiliates or licensees for legitimate business purposes, or to assist you in your submission. The Pediatric Group affiliates and licensees at all times follow this Privacy Policy with regard to the collection, storage and use of such information. In no event will your information be shared with unaffiliated third parties for their direct marketing purposes.

## Additional Terms

While we make every effort to protect your privacy, we cannot guarantee that the measures we have taken will completely bar unauthorized access to your information. By using our website you assume this risk.

We may amend this Privacy Policy from time to time without notice, so please review it regularly.