

## Online Privacy Policy

**General.** This document describes the online privacy policy (“Privacy Policy”) for the DermatologistOnCall® Service (“DOC Service”) for the website located at <http://www.dermatologistoncall.com> (“Website”) administered by Iagnosis, Inc. d/b/a DermatologistOnCall (“DOC”). The DOC Service provides telehealth dermatology services through this Website.

**Amendments.** DOC reserves the right to change, modify, or update this Privacy Policy at any time without notice. We encourage you to periodically review the Privacy Policy. You may at any time print, download and/or store a copy of the Privacy Policy. Your continued access to and usage of the Website signifies your agreement to any such modifications to the Privacy Policy.

**Collection and use of non-personally identifiable information.** DOC collects non-personally identifiable information about your visit to the Website and the DOC Service. This information does not contain any personally identifiable information which may belong to you or any other individual. DOC reserves the right to disclose this information as required or as permitted by applicable law.

**Collection and use of protected health information.** If you choose to participate in the DOC Service for telehealth dermatology services, then your protected health information (“PHI”) will be made available online through the DOC Service. “Protected health information” or “PHI” shall have the same meaning as defined in the privacy regulations of the Health Insurance Portability and Accountability Act of 1996 (“HIPAA Privacy Rule”).

DOC uses reasonable technology measures to safeguard your PHI, including protecting such information from unauthorized use and disclosure by third parties. DOC and its designees will access, store, and maintain your PHI online using the DOC Service. DOC serves in the role of administration for the DOC Service (“Administration”).

By submitting your information to the DOC Service by way of this Website to request telehealth dermatology services, your PHI will be made available online using the DOC Service through this Website. You will have the ability to edit your request for telehealth dermatology services. Participating

dermatologists using the DOC Service (“Participants”) will have access to your PHI by using the DOC Service to review your request for telehealth dermatology services. DOC’s designated payment processor will have access to your PHI for use in connection with payment related activities. Other third parties may have access to your PHI either to fulfill healthcare operations of the Participants or as a result of a valid authorization which you have granted.

When you pay for dermatology services which are delivered through the DOC Service, your PHI will be used or disclosed by the third party payment processor in connection with the processing of your payment information. In addition, your PHI may be disclosed to or used by a Participant in connection with payment related activities. DOC and its designees may use your PHI for other payment or reimbursement activities for the provision of services.

Participants and business associates (as defined by the HIPAA Privacy Rule) may use or disclose your PHI in connection with healthcare operations related activities such as communications about your treatment, case management, care coordination, direct or alternative treatments, therapies, health care providers, or settings of care, and communications pursuant to a valid authorization by you.

For additional information on privacy practices as it pertains to your PHI, please refer to the Notice of Privacy Practices available by accessing it here: [Click here](#)

**Collection and use of your payment information.** DOC uses a third party payment processor to collect and use your payment information for the telehealth dermatology services. For information on DOC’s current third party payment processor, information is generally available at <http://www.ecsi.net> and its privacy policy is available at [http://www.ecsi.net/privacy\\_statement.html](http://www.ecsi.net/privacy_statement.html).

**Collection and use of personally identifiable information.** Personally Identifiable Information (also referred to as “PII”) is information about you, such as name, address, e-mail address, user name, etc. DOC does not collect or use your PII without your authorization. Any PII you provide is

voluntary and is solely used to help fulfill a request you make through the use or access of this Website and/or the DOC Service. However, DOC reserves the right to disclose your PII as required by law or as permitted by law when DOC, in good faith, deems it necessary to protect its rights and/or to comply with a judicial proceeding, court order, or legal process.

**Protection of your personally identifiable information.** DOC uses reasonable technology measures to safeguard your PII, including protecting such information from unauthorized use and disclosure by third parties. Please be advised, however, that there is risk in exchanging PII online. NOTWITHSTANDING ANYTHING TO THE CONTRARY, DOC DOES NOT COVENANT, REPRESENT, OR WARRANT THAT THE TRANSMISSION OF YOUR PII ONLINE WILL BE SECURE.

**Accessing, correcting, and updating your personally identifiable information.** You may at any time request access to the PII that DOC has collected about you and you may request corrections or updates to that information. DOC will make reasonable efforts to respond promptly to all such requests, but reserves the right to limit such requests.

**Collection of information from children under the age of 13.** DOC does not contact children under the age of 13 unless DOC has written authorization from the respective parent or legal guardian.

**Use of cookies (or other functionally equivalent technology) in the collection of personally and non-personally identifiable information.** Certain features of the Website are only available through the use of cookies or functionally equivalent technology (collectively referred to as "Cookies"). Cookies enable DOC to collect information about your use of the Website and the DOC Service. Cookies are stored on your local machine. You are always free to decline cookies if your browser has this functionality. However, if you do so, you may not be able to use certain features on the Website and/or the DOC Service which are dependent on the information which those Cookies collect, and you may be required to re-enter certain information more frequently during a session. This website also uses the following cookies:

Google Analytics: This cookie allows us to see information on user website

activities including, but not limited to page views, source and time spent on website. The information is depersonalized and is displayed as numbers, meaning it cannot be tracked back to individuals. This will help to protect your privacy. Using Google Analytics we can see what content is popular on our website, and strive to give you more of the things you enjoy reading and watching. Additionally, we have implemented the Google Analytics demographics and interest reporting features on our website. These tools allow us to review anonymous data regarding the gender, age and interests of website visitors and adapt our website content to better reflect their needs. Although this information is collected through your Google ad settings, it is not provided to us in a personally-identifiable format. This means we cannot identify what information is about you, and we will not try to figure it out. You can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads using the [Google Ad settings](#) or through the [Google Analytics opt-out browser add-on](#).

Google AdWords: Using Google AdWords code we are able to see which pages helped lead contact form submissions. This allows us to make better use of our paid search budget.

DoubleClick: We use remarking codes to log when users view specific pages, allowing us to provide targeted advertising in the future.

Twitter: Using Twitter Ads, we are able to see when Twitter has led you to complete a visit on our site. This allows us to better use our advertising budget. Additionally, we implement Twitter's remarking codes to log when users view specific pages to target future advertising. [Click here](#) to learn more about Twitter Ads and your privacy controls.

**Additional Information.** Any information which you provide to or that is collected by third parties is subject to their respective policies.

DOC, ITS DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, SERVICE PROVIDERS, AND REPRESENTATIVES SHALL NOT BE LIABLE FOR ANY UNAUTHORIZED USE OR DISCLOSURE OF YOUR PII OR PHI BY ANY SUCH THIRD PARTY.

DOC, ITS DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, SERVICE PROVIDERS, AND REPRESENTATIVES DISCLAIM ANY AND ALL LIABILITY, INCLUDING WITHOUT LIMITATION, RELATING TO THE ACCURACY, QUALITY,

AVAILABILITY, RELIABILITY, OR SECURITY OF ANY THIRD PARTY WEBSITES INCLUDING, WITHOUT LIMITATION, ANY CONTENT AND LINKS.