

Website Privacy Policy

The North Brevard County Hospital District operating as Parrish Medical Center, and all of its affiliates including Parrish Medical Group (collectively “**Parrish**”) provide comprehensive medical care in Central Florida.

This Website Privacy Policy together with our Terms of Use (the “**Terms**”) describes how we collect, use or disclose personal information we receive through our websites (including www.parrishhealthcare.com) and related online services that we provide (as used herein, the “**Services**”). This policy also describes your choices about the collection and use of your information.

Please read this policy carefully before you start to use our Services. By using the Services, you agree to be bound and abide by our Terms and this policy. If you do not agree to both our Terms and this policy, or if you violate them in any way, your right to access or use the Services is terminated.

PLEASE SEE SECTIONS 9-11 IN OUR TERMS REGARDING YOUR LEGAL RIGHTS IN ANY DISPUTE INVOLVING OUR SERVICES, INCLUDING MANDATORY ARBITRATION, AND A WAIVER TO A JURY TRIAL OR CLASS ACTION.

NOTE TO PATIENTS: This policy does **not** govern how we handle information you provide to us while being treated as a patient of our facilities and other Protected Health Information (“**PHI**”) as defined under the Health Insurance Portability & Accountability Act and related federal and state laws and regulations (collectively referred to as “**HIPAA**”). ALL PROTECTED HEALTH INFORMATION IS GOVERNED BY OUR [NOTICE OF PRIVACY PRACTICES](#). Please see that notice for information on how we handle PHI and your rights in regard to your PHI.

1. Information Collection

We may collect information about you by various means, including through our Services, directly from you in-person or when you contact us, and from your other providers or third parties.

In order to better provide you with our Services, we may collect the following categories of information:

- *Contact information*, such as name, e-mail, phone number and mailing address;
- *Survey information* in response to questions we may send through the Services, such as for research or feedback purposes;

- *Communications* between you and us, such as via e-mail, mail, phone or other channels when you contact our support team; and
- *Online User Activity* described in the next section.

As noted above, any PHI we collect is handled separately, subject to our HIPAA Notice of Privacy Practices.

If you provide us with information regarding another individual, you represent that you have that person's authorization and consent to give us his or her information and to permit us to use the information in accordance with this policy.

2. Online User Activity, Cookies and Information Collected by Other Automated Means

Cookies are a commonly-used web technology that allow websites or mobile apps to store and retrieve certain information on a user's system, and track users' online activities. We and our service providers may collect information about your use of our Services by such automated means, including but not limited to cookies, pixels and other similar technologies. These tools can help us automatically identify you when you return to our Services. Cookies help us review traffic patterns, improve our Services, and determine what Services are popular.

When you use the Services, the information we may collect by automated means includes, for example:

- *Usage Details* about your interaction with our Services (such as the date and time of use, pages visited, features used);
- *Device Information* including the IP address and other details of a device that you use to connect with our Services (such as device type, model and operating system information); and
- *Location information* where you choose to provide the website or app with access to information about your device's location.

If a user does not want information collected through the use of cookies, most browsers allow the visitor to reject cookies, but if you choose to decline cookies, you may not be able to fully experience the interactive features our Services provide.

3. How We Use Information We Collect

We may use the information we obtain about you for purposes allowed by applicable laws, including:

- Provide our Services to you, including to establish and maintain any account or user ID that is created for your use of our Services, and to process transactions;
- Respond to your requests, questions and comments and provide customer support;
- Operate, evaluate and improve the products and services we offer (including to develop new services), and to diagnose or fix technology problems;
- Provide administrative notices to you regarding our Services, as well as inform you about changes to our policies including this Website Privacy Policy and our Terms;
- Comply with and enforce as needed applicable legal requirements, industry standards, our policies and our contractual rights; and
- Monitor the performance of our Services including metrics such as the number of users.

We may also use or share information in an anonymized or aggregate manner for purposes such as research, analysis, modeling, marketing, and advertising, as well as improvement of our Services.

4. How We Share Your Information

We will not disclose your personal information to third parties without your consent, except in the following circumstances:

- We may share your information as permitted by law, including, for example, with service providers that we believe need the information to perform a technology, business, or other professional function for us (examples include IT services, maintenance and hosting of our Services, and other vendors). We only provide such vendors with information so they can perform their required functions on our behalf.
- We also may disclose information about you (i) if we are required to do so by law or legal process, (ii) when we believe disclosure is necessary to prevent harm or financial loss, (iii) in connection with an investigation of suspected or actual fraudulent or illegal activity; or (iv) under exigent circumstances to protect the personal safety of our staff, users or the public.
- We reserve the right to transfer the information we maintain in the event we sell or transfer all or a portion of our organization or assets. If we engage in such a sale or transfer, we will make reasonable efforts to direct the recipient

to use your personal information in a manner that is consistent with this Website Privacy Policy.

Where appropriate, we will limit sharing of your information in accordance with the choices you have provided us and applicable law.

5. Your Privacy Choices

We offer you certain choices about what information we collect from you, how we use and disclose the information, and how we communicate with you.

- *Cookies:* Web browsers may offer users the ability to disable receiving certain types of cookies; however, if cookies are disabled, some features or functionality of our websites and mobile apps may not function correctly.
- *Marketing:* If you wish to opt out of receiving any marketing emails or other such communications from us, please notify us as provided below. You may choose not to receive marketing emails from us by clicking on the unsubscribe link in the marketing emails you receive from us.
- *Patient records:* You are entitled under HIPAA to exercise certain rights regarding your PHI, such as access to patient records. For more information, please see our [NOTICE OF PRIVACY PRACTICES](#).

6. Links to Other Websites and Third-Party Content

Our Services may contain links to other websites or apps. Please be aware that we are not responsible for the content or privacy practices of such other websites or apps, and we encourage you to be aware when you leave our Services and to read the privacy statements of any other website or app that collects personal information.

7. How We Protect Information

We endeavor to maintain reasonable administrative, technical and physical safeguards designed to protect the personal information we maintain against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. However, we cannot ensure the security of any information you transmit to us, or guarantee that this information will not be accessed, disclosed, altered, or destroyed. We will make any legally required disclosures in the event of any compromise of personal information. To the extent the law allows us to provide such notification via e-mail or conspicuous posting on the Services, you agree to accept notice in that form.

8. Healthcare Providers

If you (on behalf of yourself or your organization) are a healthcare provider under a contractual relationship with us to use these Services in connection with your practice, we may additionally collect your business contact information and other data regarding your use of our Services for analytics, marketing or promotional activities, to the extent permitted by law and our contractual relationship. This may include advertising products or services that may be of interest to you. In addition to communicating with you regarding your and your patients' use of the Services, we may from time to time contact you to provide announcements, alerts, surveys, or other marketing or general communications. In order to improve our Services, we may be notified when you open an email from us or click on a link therein.

9. Children

We provide general audience online Services and do not knowingly collect personal information directly from children under the age of 13. We will endeavor to delete that information as quickly as possible upon discovery or when reported to us.

10. Updates to Our Website Privacy Policy

We may revise or update this Website Privacy Policy at any time. We will post the updated version on our Services, and may notify you of any significant changes to our Website Privacy Policy. We will indicate on our Website Privacy Policy when it was most recently updated. Your continued use of our Services after such updates will constitute an acknowledgment of the change and agreement to abide and be bound by the updated Website Privacy Policy.

11. Contact Information

If you have any questions, concerns or comments about this Website Privacy Policy, our privacy practices, or if you would like us to update information or preferences you provided to us, please contact us by mail to Parrish Medical Center, 951 North Washington Ave. Titusville, FL 32796, Attention: Compliance Officer; or via email to info@parrishmed.com.

This Website Privacy Policy was last updated April 4, 2023.