

# ADHD DIAGNOSIS ONLINE, PLLC

## PRIVACY POLICY

Last updated June 1, 2018

Effective June 15, 2018

### Information Collected By ADHD Diagnosis Online, PLLC (“ADO”)

When you interact with ADO through its website(s), we may collect information from you, as further described below. As part of the operation of the ADO main website, we gather certain types of information from users. Since your privacy is important to us, we would like to explain the types of information we gather, what we do with said information, and how to correct or change the information.

**Information You Provide:** We collect two main types of information from users:

First, your personal contact information voluntarily provided when you register with ADO for our services. This may include but is not limited to personal data such as name, zip code, email address, mailing address, and demographic information. Second, your protected health information (PHI). This could include the information you complete via our online ADHD questionnaire, as well as a copy of any of your health records and/or other health information that ADO might request from you for use in an ADHD assessment and/or diagnosis. All such PHI is handled according to the ethical and legal requirements of federal law, namely the Health Insurance Portability and Accountability Act (“HIPAA”).

- **Automatic collection** - When you interact with us through one of our websites, we receive and store certain information on usage patterns. We may store such information or such information may be included in databases owned and maintained by affiliates, agents, or service providers. ADO may use such information and pool it with other information to track, for example, the total number of visitors to our site.
- **Aggregated information** - Aggregated information, such as which pages users visit, is collected through various means. One of these ways is through an IP address, a number that is automatically assigned to your computer whenever you access the Internet. Web servers, the computers that "serve up" Web pages, automatically identify your computer by its IP address. When you make a request from the ADO website, our servers log your IP address. ADO logs IP addresses for the purposes of system administration only. In an ongoing effort

to better understand and serve the users of our websites, we may conduct research on our user demographics, interests and behavior based on the information collected. This research may be compiled and analyzed on an aggregate, anonymized basis, and we may share this aggregate data with our affiliates, agents, and partners. We may also disclose aggregated user statistics to describe our mission, products, events, and services to current and prospective clients, and to other third parties for other lawful purposes.

- **Use of Cookies** – ADO uses cookies to automate the process of logging on to the ADO website(s). A cookie is a small data file stored on your computer that contains a single, randomly assigned user ID number. Cookies can neither read any other files on your computer, nor damage your computer. Most browsers are initially set to accept cookies. If you would prefer, you can set your browser to refuse cookies or to alert you when cookies are being sent. You can disable cookies by changing your browser settings. Further information about how to disable cookies can be found on your Internet browser provider's website. ADO may use third party web site analytic tools such as Google Analytics, HubSpot, and Parse.ly, among others, on our websites that employ cookies to collect certain information concerning your use of our websites. Additionally, some of the third-party analytics tools we use also set “tracking pixels” to record log data such as open rates for emails. We encourage you to research the aforementioned tools’ privacy policies if you are concerned about their handling of information.

**How we use your information.** We use the information you provide in a manner that is consistent with both HIPAA and this Privacy Policy. If you provide information for a certain reason, we may use the information in connection with the reason for which it was provided. For instance, if you sign up for an email newsletter, we will use the information to send you said newsletter. If you contact us by email, we will use the information you provide to answer your question or resolve your problem. Also, if you provide information in order to obtain access to ADO services, we will use your information to provide you with access to such services and to monitor your use of such services. ADO and its affiliates may also use your information collected through our websites to help us improve the content and functionality of our sites, and to better understand our users. ADO may use this information to contact you in the future to tell you about any of our services we believe might be of interest to you. If we do so, each marketing communication we send you will contain instructions permitting you to "opt-out" of receiving future marketing communications. In addition, if at any time you wish not to receive any future marketing communications or you wish to have your name deleted from our mailing lists, please contact us as indicated below.

**Where information is processed.** ADO is based in the United States. No matter where you are located, you consent to the processing and transferring of your information in and to the U.S.

**Disclosure of your information.** ADO does not sell your information. We consider this information to be a vital part of our relationship with you. There are, however, certain circumstances in which we may share your information with certain third parties, as set forth below:

- **Consent:** We may transfer your information with your consent.
- **Affiliates:** We may also share your information with our affiliates for purposes consistent with this Privacy Policy.
- **Agents, Consultants and Related Third Parties:** Like many organizations, we sometimes hire other companies or individuals to perform certain mission-related functions. Examples of such functions include mailing information, maintaining databases, and processing payments.
- **Legal Requirements:** We may disclose your information if required to do so by law or in the good faith belief that such action is necessary to (i) comply with a legal obligation, (ii) protect and defend the rights or property of ADO or its affiliates, (iii) protect the personal safety of users of our websites or the public, or (iv) protect against legal liability.
- **Aggregated or Non-identifiable Data:** We may also share aggregated or non-personally identifiable information with our partners or other third parties for business purposes.

**Children.** ADO does not knowingly collect personal information from children under the age of 18. If you are a parent or guardian of a child under the age of 18 and believe he or she has disclosed personal information to us please contact us via the contact form of our website.

ADO will not knowingly engage in processing for users under the age of consent established by applicable data protection law. If we learn that we are engaged in that processing with such users, we will halt such processing and will take reasonable measures to promptly remove applicable information from our records.

**Links to other sites.** This Privacy Policy applies only to ADO website(s). ADO website(s) may contain links to other websites not operated or controlled by us. The policies and procedures described in this Privacy Policy do not apply to aforementioned sites. The links from ADO website(s) do not imply that we endorse or have reviewed the aforementioned sites.

**Data retention.** We generally retain personal data for so long as it may be relevant to the purposes identified herein. To dispose of personal data, we may anonymize it, delete it or take other appropriate steps. Data may persist in copies made for backup and mission continuity purposes for additional time.

**Security.** ADO understands the need for user privacy and access to user data is strictly limited and can only be accessed by specific individuals who have the necessary credentials and qualifications. We take reasonable steps to protect the information provided to us from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. However, no Internet or email transmission is ever fully secure or error free. Please keep this in mind when disclosing any information via the Internet.

**Your data rights.** You can unsubscribe from certain emails by clicking the “unsubscribe” link they contain. You can opt out from certain cookie-related processing by changing the proper settings in your browser.

- **How can I access the personal data you have about me?** If you would like to submit a data access request, you can do so directly from the ADO website where there is a fillable form which you may complete and submit. We will then start the process by confirming your identity and then provide you with an email containing the personal data that ADO has on you within 30 days. Your continued use of ADO website(s) after any changes or revisions to this Privacy Policy shall indicate your agreement with the terms of said revised Privacy Policy.
- **How do I correct, update, amend, or delete the personal data you have about me?** You may request other modifications from us via email by accessing our website.

**Changes to this Privacy Policy.** ADO reserves the right to change the policy on use of information collected. Any changes in policy will be noted in a revised Privacy Policy statement. You may direct any Privacy Policy questions to our website. Your continued use of ADO website(s) after any changes or revisions to this Privacy Policy shall indicate your agreement with the terms of said revised Privacy Policy.

**Contact us.** If you have questions or inquiries regarding this Privacy Policy or ADO's handling of user information, feel free to contact us at our website: