

## The Kelektiv Health Privacy Statement

William Lara NP in Family Health PLLC ("The Kelektiv," "we," or "us") is committed to protecting the privacy of all visitors to the [www.TheKelektiv.com](http://www.TheKelektiv.com) website (the "Site"). This Privacy Statement describes how we collect, use, and disclose information that you submit to us or that we collect through your use of or access to the Site. By using or accessing the Site in any way or by transmitting information to us by email or other electronic means, you consent to the terms of this Privacy Statement. If you have questions about your rights related to your health information, please reference our Notice of Privacy Practices

### What is Personal Information?

Personal Information is any information relating to a natural person who is, or can be, identified either directly or indirectly from such information and includes information such as a user's name, address, telephone number, email address, Internet activity (such as browsing history), or other information directly linked to that person. Personal Information that we collect may also include the personal medical information which you choose to provide to us. You are not legally required to provide Personal Information to us, but if you refuse to provide such information you may not be able to use certain products or services available on the Site.

These may include: (a) registering for an account on our Site; (b) entering a sweepstake or contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties, and (d) purchasing products and services on our Site.

### Collection of your Personal Information

The Kelektiv collects Personal Information from you when you register for an account on the Site, enter sweepstakes or contests, complete surveys, submit forms, and purchase products and services through the Site. The Kelektiv collects the following types of Personal Information:

- Your responses to survey questions and form fields;
- Contact details you may provide, such as your name, email address, and phone number;
- Your IP address;
- Your browser type;
- The date and time when you took the survey or submitted the form; and
- Cookies, such as performance monitoring cookies.

## **How We Use Personal Information**

The Kelektiv uses this information in connection with operating the service; to maintain quality of the service; to maintain reasonable security; to help diagnose problems with our services; to enable us to develop and improve the features, contents, and services; to respond to your inquiries about our service; to enforce our rights and resolve disputes; to provide general statistics regarding the use of the Site, and to improve our Site. Any Personal Information that you provide through your use of the Site allows us to deliver the services you have requested and inform you of other products or services available from The Kelektiv and its affiliates.

## **Sharing Information with Third Parties**

The Kelektiv does not sell, rent, share, or otherwise disclose the Personal Information you provide or that we collect through your use of the Site to any unaffiliated organization without your permission, with the following exceptions:

1. The Kelektiv may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your Personal Information except to provide these services to The Kelektiv, and they are required to maintain the confidentiality of your information.
2. The Kelektiv reserves the right to disclose Personal Information in the following situations:
  - a. To comply with the law or respond to legal process or lawful requests;
  - b. To protect the rights, property, safety, or security of The Kelektiv, our employees, Site visitors, or the public;
  - c. To respond to an emergency or when The Kelektiv believes in good faith that access or disclosure is necessary to protect the public; or
  - d. To enforce any terms of use agreement governing the use of the Site.

We may also disclose aggregate or de-identified data that is not personally identifiable to third parties for any purpose.

## **Tracking User Behavior**

The Kelektiv may keep track of the websites and pages our users visit within The Kelektiv, in order to determine what The Kelektiv services are the most popular. This data is used to deliver customized content and advertising within The Kelektiv to customers whose behavior indicates that they are interested in a particular subject area.



## Cookies


We use cookies and tracking pixels to track usage and trends on the Site, evaluate the effectiveness of our ads, customize your experience on the Site, and improve the quality of services that we may offer through the Site. A cookie is a tiny data file that resides on your computer, mobile phone, or other device, and allows us to recognize you when you return to the Site using the same computer (or mobile device) and web browser. You can remove or block cookies using the settings in your browser, but in some cases doing so may impact your ability to use the Site. Tracking pixels do not identify individual users and the analysis of data obtained by tracking pixels is performed on an aggregate basis.

When you visit the Site or open one of our emails, we may allow authorized third parties, such as ad servers, ad agencies, ad exchanges, ad technology vendors and research firms, to place or recognize a unique cookie, pixel, and/or similar technology on your browser in order to provide you relevant our advertisements as you surf the Internet. These advertisements may be targeted to you based on information these authorized third parties know or infer about you and included in the cookies placed on your browser and/or information about your Internet browsing activities gathered through your browser. If you prefer not to receive these online behavioral advertisements, you may opt out by informing us. In order for the opt-out to work, your browser must be set to accept third-party cookies. Furthermore, if you buy a new computer or mobile device, change web browsers or delete the opt-out cookie, you will need to perform the opt-out task again. Please note that if you opt-out you may continue to receive our advertisements as you surf the Internet, including contextual ads based on the content on a webpage you are visiting.

Some internet browsers allow you to limit or disable the use of tracking technologies that collect unidentified information, such as a “Do Not Track” (“DNT”) setting. Currently, we do not respond to DNT signals.

## Links

You may have the option to enter or link to a third-party website or application through our Site, or you may have the option to enter our Site from another third-party website or application. Since we cannot be assured that such third-party websites follow our privacy policies, we encourage you to ask questions and review the privacy policies of these third parties. We have no responsibility or liability for the actions or policies of these independent sites, do not endorse any product or service that may be mentioned or offered in such sites, and are not responsible for the content or privacy practices of such sites. Please contact such third parties directly for questions or concerns regarding their privacy practices.



For any e-commerce or payment capabilities offered on or through our Site, a third-party service provider manages such payments, and any payment-related information is collected directly by such third-party service provider. Such provider's terms of use and privacy policy govern their provision of this payment service and their collection and storage of any information you provide through their hosted payment application, portal, or widget.

### **Security of your Personal Information**

The Kelektiv has put into place commercially reasonable security measures in an effort to protect Personal Information from loss, misuse, or alteration while it is under our control. We use standard technical, contractual, administrative, and physical measures in an effort to protect against unauthorized access.

When Personal Information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

We strive to take appropriate security measures to protect against unauthorized access to or alteration of your Personal Information. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) security, integrity, and privacy of any and all information and data exchanged between you and us through this Site cannot be guaranteed.

### **Children Under Thirteen**

The Kelektiv does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or legal custodian for permission to use this Site. If we become aware that we have collected any Personal Information from children under thirteen, we will promptly remove such information from our databases.

### **Disconnecting your The Kelektiv Account from Third Party Websites**

You will be able to connect your THE KELEKTIV account to third party accounts. BY CONNECTING YOUR THE KELEKTIV ACCOUNT TO YOUR THIRD PARTY ACCOUNT, YOU ACKNOWLEDGE AND AGREE THAT YOU ARE CONSENTING TO THE CONTINUOUS RELEASE OF INFORMATION ABOUT YOU TO OTHERS (IN ACCORDANCE WITH YOUR PRIVACY SETTINGS ON THOSE THIRD PARTY SITES). IF YOU DO NOT WANT INFORMATION ABOUT YOU, INCLUDING PERSONALLY IDENTIFIABLE INFORMATION TO BE SHARED IN THIS MANNER, DO NOT USE THIS FEATURE. You may disconnect your account from a third party account at any time. Users can disconnect their access to third-party sites directly through our third-party affiliates or by contacting our office via email or telephone.



## **Consent to Communications**

From time to time, The Kelektiv may contact you via email, phone call, or text for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. In order to improve our services, we may receive a notification when you open a text or email from The Kelektiv or click on a link therein. We may share your information with partner organizations whose products or services are important for The Kelektiv objectives. For example, we may provide your information to third parties that assist The Kelektiv with hosting our databases, for data processing services, or so they can contact you with information that you requested as part of The Kelektiv services. However, we do not exchange, trade, rent, or give phone or email lists to unaffiliated third parties, and third parties that receive your information from The Kelektiv are restricted from using this information in any way other than to provide services to The Kelektiv, or services for a collaboration in which they and The Kelektiv are engaged.

If you would like to stop receiving marketing or promotional communications via email, phone call, or text from The Kelektiv, you may opt-out of such communications by clicking on the UNSUBSCRIBE button. Alternatively, you may opt-out from receiving these communications by emailing [info@thekelektiv.com](mailto:info@thekelektiv.com)

## **External Data Storage Sites**

We may store your data on servers provided by third-party hosting vendors with whom we have contracted.

## **Changes to this Statement**

The Kelektiv reserves the right to change this Privacy Statement from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our Site, and/or by updating any privacy information on this page. Your continued use of the Site and/or services available through this Site after such modifications will constitute your: (a) acknowledgement of the modified Privacy Statement; and (b) agreement to abide and be bound by the modified Privacy Statement.

## **Contact Information**

The Kelektiv welcomes your questions or comments regarding this Privacy Statement.

If you believe that The Kelektiv has not adhered to this Statement, please contact The Kelektiv at: [info@thekelektiv.com](mailto:info@thekelektiv.com)

as of January, 1 2022