



Fetal Diagnostic Center of Arizona- Privacy Policy

This “Privacy Policy” describes the privacy practices of **Fetal Diagnostic Center of Arizona** and our subsidiaries and affiliates (collectively, “we”, “us”, or “our”) in connection with the <https://fetaldiagnosticaz.com> website, and any other website that we own or control and which posts or links to this Privacy Policy (collectively, the “Service”), and as otherwise described in this Privacy Policy. In addition, this Privacy Policy describes your rights and choices with respect to the Personal Information we collect.

We collect personal information as described below. Note, however, that our business customers may transmit personal information to us as part of the medical services we provide through our voice and messaging platforms, as well as other Services. This Privacy Policy does not apply to such personal information that we process on behalf of our business customers. Our use of this personal information is restricted by our agreements with those business customers. If you have concerns regarding personal information that we process on behalf of a business, please review their privacy policy and direct your concerns to that business or review their privacy policy.

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Personal Information We Collect

Information you provide to us. Personal information you provide to us through the Service or otherwise includes:

- Business and personal contact information, such as your first and last name, email and mailing addresses, phone number, professional title and company name.
- Registration information, such as information that may be related to an appointment.
- Feedback or correspondence, such as information you provide when you contact us with questions, feedback, or otherwise correspond with us online.
- Transaction information, such as information about payments to and from you, related to your medical care.
- Usage information, such as any content you provide to us, including information you provide related to your medical care with our office.
- Other information that we may collect which is not specifically listed here, but which we will use in accordance with this Privacy Policy or as otherwise disclosed at the time of collection.

Information we obtain from other third parties. We may receive personal information about you from third-party sources, namely your referring medical provider. Our use of any information obtained from our business customers is restricted by our agreements with those business partners.

How We Use Your Personal Information

We use your personal information for the following purposes and as otherwise described in this Privacy Policy or at the time of collection:

To facilitate your medical care at Fetal Diagnostic Center of Arizona. We use your personal information to:

- Provide high risk obstetric care, fetal imaging and genetic counseling.
- communicate with you about your medical care, including by sending you updates, security alerts, and support and administrative messages.
- provide support and maintenance.
- respond to your requests, questions and feedback.

To comply with law. We use your personal information as we believe necessary or appropriate to comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities.

For compliance, fraud prevention, and safety. We may use your personal information and disclose it to law enforcement, government authorities, and private parties as we

believe necessary or appropriate to: (a) protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims); (b) enforce the terms and conditions that govern the Service; and (c) protect, investigate and deter against fraudulent, harmful, unauthorized, unethical or illegal activity.

With your consent. In some cases we may specifically ask for your consent to collect, use or share your personal information, such as when required by law.

How We Share Your Personal Information

We do not share your personal information with third parties without your consent, except in the following circumstances or as described in this Privacy Policy:

Service providers. We may share your personal information with third-party companies and individuals that provide services on our behalf or help us operate our medical practice (such as customer support, call or message routing, email delivery, and database management services). These third parties may use your personal information only as directed or authorized by us and in a manner consistent with this Privacy Policy, and are prohibited from using or disclosing your information for any other purpose.

Professional advisors. We may disclose your personal information to professional advisors, such as lawyers, bankers, auditors and insurers, where necessary in the course of the professional services that they render to us.

For compliance, fraud prevention and safety. We may share your personal information for the compliance, fraud prevention and safety purposes described above.

Business transfers. We may sell, transfer or otherwise share some or all of our business or assets, including your personal information, in connection with a business transaction (or potential business transaction) such as a corporate divestiture, merger, consolidation, acquisition, reorganization or sale of assets, or in the event of bankruptcy or dissolution.

Your Choices

In this section, we describe the rights and choices available to all users.

Text message communications. We use text messaging to communicate with you about your medical care. Normal messaging rates apply and the frequency of messages may vary. Mobile Carriers are not liable for delayed or undelivered messages.

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Opt-out of text message communications. You may opt-out of text messaging at any time by replying to any message with STOP contacting us at info@fetaldiagnosticaz.com. This will end the communications from that particular phone number. You may continue to receive service-related and other non-marketing text messages from other phone numbers managed by **Fetal Diagnostic Center of Arizona**, and you may opt out of those in a similar fashion.

Cookies. Most browser settings let you delete and reject cookies placed by websites. Many browsers accept cookies by default until you change your settings. If you do not accept cookies, you may not be able to use all functionality of the Service and it may not work properly. For more information about cookies, including how to see what cookies have been set on your browser and how to manage and delete them, visit <https://www.allaboutcookies.org>. We use Google Analytics to help us understand user activity on the Service. You can learn more about Google Analytics cookies at <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage> and about how Google protects your data at <https://policies.google.com/privacy>. You can prevent the use of Google Analytics relating to your use of the Service by downloading and installing a browser plugin available at <https://tools.google.com/dlpage/gaoptout>.

Advertising choices. You can limit use of your information for interest-based advertising by:

- Browser settings. Blocking third-party cookies in your browser settings.
- Privacy browsers/plugin-ins. By using privacy browsers or ad-blocking browser plug-ins that let you block tracking technologies.
- Platform settings. Google offers opt-out features that let you opt-out of use of your information for interest-based advertising:
 - Google: <https://adssettings.google.com>
- Ad industry tools. Opting out of interest-based ads from companies participating in the following industry opt-out programs:
 - Network Advertising Initiative: <https://optout.networkadvertising.org>
 - Digital Advertising Alliance: <https://optout.aboutads.info>
 - AppChoices mobile app, available at <https://www.youradchoices.com/appchoices>, which will allow you to opt-out of interest-based ads in mobile apps served by participating members of the Digital Advertising Alliance.

You will need to apply these opt-out settings on each device from which you wish to opt-out.

Do Not Track. Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to “Do Not Track” or similar signals. To find out more about “Do Not Track,” please visit <https://www.allaboutdnt.com>.

Choosing not to share your personal information. Where we are required by law to collect your personal information, or where we need your personal information in order to provide medical care, if you do not provide this information when requested (or you later ask to delete it), this may impact aspects of your medical care. We will tell you what information you must provide by designating it as required at the time of collection or through other appropriate means.

Other Sites and Services

The Service may contain links to other websites, and other online services operated by third parties. These links are not an endorsement of, or representation that we are affiliated with, any third party. In addition, our content may be included on web pages or online services that are not associated with us. We do not control third-party websites, or online services, and we are not responsible for their actions. Other websites and services follow different rules regarding the collection, use and sharing of your personal information. We encourage you to read the privacy policies of the other websites and online services you use.

Security Practices

The security of your personal information is important to us. We employ a number of organizational, technical and physical safeguards designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the security of your personal information. Email, in particular, is an insecure way to transmit personal information. Please take special care regarding what information you send to us via email or text message.

Changes to this Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Service. We may, and if required by law, will also provide notification of changes in another way that we believe is reasonably likely to reach you, such as via e-mail (if you have an account where we have your contact information) or another manner through the Service.

Any modifications to this Privacy Policy will be effective upon our posting the new terms and/or upon implementation of the new changes on the Service (or as otherwise indicated at the time of posting). In all cases, your continued use of the Service after the posting of any modified Privacy Policy indicates your acceptance of the terms of the modified Privacy Policy.

How to Contact Us

Please direct any questions or comments about this Policy or privacy practices via postal mail at:

Fetal Diagnostic Center of Arizona
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Chandler, AZ 85224