

Privacy Policy

Dallas Plastic Surgery Institute, Inc. and its affiliates (“we” “us”) take your privacy seriously and we want you to know how we collect, use, share, and protect your information. This Privacy Policy explains how we collect, store, and use information obtained about you in connection with the website located at www.dpsi.org (“Website”). Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this Privacy Policy.

This policy may change from time to time. All changes are effective immediately when we post them, and apply to all access to and use of the Website thereafter. Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates. If you have any questions or concerns about your privacy, please submit a thorough description of the issue through the Contact section of our Website.

1. **Information We May Collect from You.** The information we collect on or through our Website may include information that you provide by filling in forms on our Website. This includes records and copies of your correspondence (including email addresses) if you contact us. As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions and patterns, including details of your visits to our Website, traffic data, location data, logs and other communication data and the resources that you access and use on the Website. It may also include information about your computer and internet connection, including your IP address, operating system, and browser type. We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking). We may maintain or associate information we collect automatically with Personal Information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service. Information that may be collected and technologies that may be used are as follows:

a. **“Cookies”** are small data files that are stored on the hard drive of the computer you use to view a website. Every computer that accesses our Website is assigned a different cookie by us. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.

b. **“Flash Cookies”** are local stored objects (or flash cookies) that collect and store information about your preferences and navigation to, from and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. Certain features of our Website may use Flash Cookies.

c. **“General Information”** is information we obtain from your connection and interaction with this Website and your use of other websites through the use of Cookies and Web Beacons. General Information does not identify you personally. For instance, we don’t identify your name from your Internet browser address, but we use it to compile statistics about visitors to our Website and preferences of our visitors. General Information we collect when you visit our Website includes the domain and host from which you access the Internet, the Internet protocol address of the computer you are using, the browser software you are using, the operating system you are using, the date and time that you access our Website, the specific pages you visit at our Website, the number of visits you make to our Website, the number of visits to specific pages you make at our Website, and products or Websites viewed at our Website. General Information may also include geo-targeting information about your location at the time of use of the Website, JavaScript that uses third-party services to store data about activities and transactions, and offline website data, including both local and remote storage of activities.

d. **“Personal Information”** is information through which you can be personally identified. Through the Website, we only collect Personal Information that you voluntarily provide to us, which may include

your name, address, email address, telephone number, or other personally identifiable information you submit to us, which may also include Protected Health Information.

e. **“Protected Health Information”** is information that individually identifies you and that we create or get from you or from another health care provider, health plan, your employer, or a health care clearinghouse and that relates to (1) your past, present, or future physical or mental health or conditions, (2) the provision of health care to you, or (3) the past, present, or future payment for your health care.

f. **“Web Beacons”** are graphic image files imbedded in a web page typically used to monitor activity on a web page and send back to its home server (which can belong to the host site, a network advertiser or some other third party) information from your browser, such as the IP address, the URL of the page on which the beacon is located, the type browser that is accessing the site and the ID number of any Cookies on your computer previously placed by that server.

2. **Third-party Use of Cookies and Other Tracking Technologies.** Some content or applications, including advertisements, on the Website are served by third-parties including advertisers, ad networks and servers, content providers, and application providers. These third parties may use Cookies alone or in conjunction with Web Beacons or other tracking technologies to collect information about you when you use our Website. The information they collect may be associated with your Personal Information or they may collect information, including Personal Information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

3. **What We Do with Your Information.**

a. We use the General Information we collect from you to generate aggregate statistics about visitors to our Website. This data can then be used to tailor this Website's content and advertising to deliver a better experience for our visitors. We may further share such aggregate information about our visitors with advertisers, business partners, sponsors and other third parties. With respect to our use of General Information, you are not able to opt out of such use.

b. We may use your Personal Information to have one of our affiliates contact you to confirm setting up an appointment with us and to discuss other related matters. We may also use your Personal Information to contact you from time to time about goods and services we or our Dallas Plastic Surgery Institute affiliates offer. If, at any time, you would no longer like to receive such communications by email, please contact us through the Contact section of our Website.

4. **Sharing of Personal Information with Third Parties.**

a. Except as set forth in this Privacy Policy or as specifically agreed to by you, we will not disclose any Personal Information we gather from you on our Website to any third parties, subject to the Privacy Notice.

b. We may also release your Personal Information to third parties for the following legal reasons: (1) to comply with valid legal requirements such as a law, regulation, search warrant, subpoena or court order; (2) to protect and defend ourselves, our subsidiaries and affiliates, and all of their officers, directors, employees, attorneys, agents, contractors and partners, in connection with any legal action, claim, or dispute; (3) to prevent imminent physical harm, such as a physical threat to you or others; and (4) in the event we find that your actions on our Website violate any laws, our terms of use, or any of our usage guidelines for specific products or Websites. In the event we are legally compelled to disclose your Personal Information to a third party, we will attempt to notify you unless doing so will violate the law or a court order.

5. **How We Keep Your Information Secure.** We safeguard the security of the data we receive from you with physical, electronic and managerial procedures. At the same time, we urge you to take every precaution to

protect your personal data when you are on the Internet. Change your password often, use a combination of letters and numbers, and make sure you use a secure browser. However, despite our efforts to protect your Personal Information and Protected Health Information, there is always some risk that an unauthorized third party may find a way around our security systems or that transmissions of your information over the Internet will be intercepted. Therefore, we cannot guarantee the absolute security of our database, nor can we guarantee that information that you provide will not be intercepted while being transmitted to us over the Internet.

6. **How to Disable Cookies.** You can reset your browser to reject Cookies. The majority of browsers offer instructions on how to reset the browser to reject Cookies in the “Help” section of the toolbar. If you reject our Cookies, however, you may be required to reenter your login information, if applicable, each time you visit the Website.

7. **Keeping Kids Safe.** THE WEBSITE IS INTENDED FOR USE BY INDIVIDUALS 18 YEARS OF AGE OR OLDER. THE WEBSITE IS NOT DIRECTED FOR USE BY CHILDREN UNDER THE AGE OF 13. If you are under age 13, your parent(s) or guardian must agree to let you use this Website and agree to this privacy policy. We are committed to protecting children's privacy on the Internet and we do not knowingly collect personal information from children under the age of 13.

8. **Third Party Websites.** Please be aware that our Website may have links to third-party websites that may collect Personal Information about you. When you click on one of these third-party links you are entering another website for which we have no responsibility. This Privacy Policy does not cover the information practices or policies of such third-party websites. We encourage you to read the privacy policies of all such websites since their privacy policies may be materially different than our Privacy Policy.

9. **California Privacy Rights.** California Civil Code Section § 1798.83 permits users of our Website who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please write us or call us based on the contact information and address found on the Website.

10. **Effective Date and Changes.** This Privacy Policy is effective as of September 27, 2016. We reserve the right to modify the terms of this Privacy Policy at any time and in our sole discretion, without notice. When the Privacy Policy is changed, modified, and/or amended, the revised Privacy Policy will be posted on our Website.