

**Platform Privacy Policy**  
**Last modified: January 18, 2021**



**Introduction**

Windsong Radiology Group, P.C. and its subsidiaries and affiliates (collectively “we” or “our”) respect your privacy and are committed to protecting it through our compliance with this Privacy Policy (“Policy”). This Policy describes the types of personal information we may collect from you or that you may provide when you visit <https://windsongwny.com/> and any of our other related webpages and websites (collectively, our “Websites”) or when you use our mobile applications (our “Applications”), and our practices for collecting, using, maintaining, protecting and disclosing that information. We refer to our Websites and Applications cumulatively as our “Platforms”.

This Policy applies to any information that we collect on our Platforms, including any information in any emails, posts, texts and other electronic messages between you and the Platforms and any information about you transferred to the Platforms from other websites. This Policy also applies to any related information that we collect about you offline but that will be processed by automated means using the Platforms. This Policy does not apply to any other information that we collect by any means.

This Policy does not apply to how we may use and disclose personal and identifiable health information. For specific information on use and disclosure of health information, please see our ***Rights & Privacy Information***.

**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, you can choose not to use our Platforms. By accessing or using our Platforms, you agree to this Policy. This Policy may change from time to time. Your continued use of the Platforms after we make changes is deemed to be acceptance of those changes, so please check the Policy periodically for updates.**

**Information We Collect About You and How We Collect It**

We may collect several types of personal information from and about users of our Platforms, including information by which you may be personally identified, such as your name, postal address, email address, and telephone number (“Personal Information”). In addition, if we sell any products or services on our Platforms, we may collect information required for the payment for products or services, including credit card numbers, security codes and other financial information.

The information we collect on or through our Platforms may include information that you provide by registering to use our Platforms, filing in and submitting web forms, using our services, posting material, requesting further services or reporting a problem with our Platforms. We will also retain records and copies of your correspondence (including email addresses), if you contact us.

As you navigate through and interact with our Platforms, we may (or we may engage third party service providers) to automatically collect certain traffic data and usage information to help us manage our content and improve your use of our Platforms. This may include information about your equipment, your IP address, and your browsing actions and patterns when you visit our Platforms, including the referring and exit pages. The technologies that we use for this automatic

data collection may include cookies that are stored on your computer, small embedded electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) and other types of embedded code on our Platforms that permit us to count users and obtain other related Platform statistics (for example, recording the popularity of certain Platforms content and verifying system and server integrity).

*You also may provide information to be posted, published or displayed on public areas of our Platforms, or transmitted to other users of our Platforms or third parties, including information, feedback and comments (collectively, "User Contributions"). Your User Contributions are posted on our Platforms and transmitted to others at your own risk. We cannot control the actions of other users of our Platforms with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.*

### **How We Use Your Information**

We use information that we collect about you or that you provide to us, including any Personal Information, to:

- Present our Platforms and its contents to you,
- Provide you with information, products or services that you request from us,
- Thank you for contacting our Platforms;
- Explain new product offerings and features of our services;
- Provide you with special promotional offers and information about our products, services and billing;
- Contact you regarding customer service related issues;
- Ask for your feedback on our current and potential services, products and marketing efforts in the form of a survey, and
- Fulfill any other purpose for which you provide the information.

If you purchase products or pay for services through our Platforms, we may transmit your Personal Information to third-party payment processors that we use to process transactions securely.

We may also use your Personal Information to notify you about changes to our Website or any products or services we offer or provide through it and to carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.

Finally, we may also use the information that you provide in any other way that we describe when you provide the information and for any other purpose with your consent.

### **Disclosure of Your Information**

We may disclose Personal Information to our affiliated practices and business units, to third party payment processors that we use to process transactions securely, and to any other contractors, service providers and other third parties who need to know such information to provide services that we request to support our permitted uses of Personal Information.

We may disclose Personal Information to a buyer or other successor to our business in the event of a sale of equity or assets, reorganization, merger or a similar corporate transaction and any due diligence review with respect to any such proposed transaction.

We may also disclose your Personal Information to comply with any court order, law or legal process, including to meet national security and law enforcement requirements and to respond to any government or regulatory request or audit and to enforce or apply our Terms of Use and Social Media Policy, including for billing and collection purposes, or if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of our customers or others.

Finally, we may disclose your Personal Information for any other purpose disclosed when the information is provided and for any other purpose with your consent.

### **Use and Disclosure of Usage Data and Aggregated Information**

Some of the information that we collect from cookies, web beacons or other embedded code relates to your personal use of the Website and allows us to store information about your preferences, speed up your searches and recognize you when you return to our Website. Other information that we collect from cookies, web beacons or other embedded code is not tied to your Personal Information and enables us to estimate our audience size and usage patterns. This traffic data may be shared with third parties without restriction.

We may convert or combine some Personal Information of users into de-identified or aggregated data that does not disclose any of the Personal Information of any individual user. We may use and disclose any such de-identified or aggregated data without restriction.

### **Social Media Sites and Widgets**

You may be able to use social media widgets such as the Facebook Like button on the Platform. These widgets will collect your IP address and identify which page you are visiting on our Platforms and make your preference information available to third parties. The information collected by such widgets is controlled by third-party privacy policies.

### **Tracking**

Tracking involves the use of cookies, web beacons, or other embedded code or tracking technologies to collect, analyze and store information on a user's behavior over time on multiple sites, including information on the sites visited, products viewed, products purchased and other online interactions. Tracking information can be used to enable companies to make interest-based (behavioral) advertising available to users on multiple sites that they visit.

*We permit certain third party advertisers and ad networks that we have engaged to use cookies, web beacons or other embedded code or tracking technologies to record the fact of your visit to our Platforms, including sites visited and products. Such third party advertisers and ad networks may use this information to provide targeted advertisements to you regarding our own products and services on other sites that you may visit. We do not control these third parties' tracking technologies or how they may be used to serve interest-based advertising. If you have any questions about an advertisement, you should contact the responsible advertiser directly. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative by visiting <http://optout.networkadvertising.org> and you can opt out of receiving targeted ads from members of the Digital Advertising Alliance by visiting <http://optout.aboutads.info>. Please note that even if you choose to opt-out of targeted advertising, you will still see advertisements while you're browsing online. However, the advertisements you see may be less relevant to you and your interests.*

*Our Website does not currently respond to any “Do Not Track” signals from your computer or mobile device, and if your computer or mobile device sends a “Do Not Track” signal to the Website, the Website will not treat you differently from users who do not send such signals.*

### **Use of Analytic Providers**

*We use Google Analytics to improve, personalize and measure the effectiveness of the content on the Website. You can obtain more information on how Google Analytics collects and processes data by visiting Google’s webpage “How Google uses data when you use our partners’ sites or apps,” available online at [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/)*

### **Third Party Websites**

You may find advertising or other content on our Platforms that link to the sites and services of third parties. A link does not constitute approval or an endorsement of the provider of the third-party site or its content, quality, reliability or any other characteristic or feature of the third party site. We are not responsible in any manner (including, without limitation, with respect to any loss or injury you suffer) for any matter associated with a linked site. WE MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO ANY LINKED SITE. YOUR USE OF ANY LINKED SITE IS SOLELY AT YOUR OWN RISK. In addition, you should be aware that your use of any linked site is subject to privacy policies and terms and conditions applicable to that site. We cannot ensure that all external links are active or appropriate.

### **Choices About How We Use and Disclose Your Information**

If you do not wish for us to notify you by e-mail about special promotional offers related to the Platform or other products and services offered by us or by others, you can opt-out by simply clicking on the “Unsubscribe” or “Updating your e-mail preferences,” link in the most recent e-mail you received from us and follow the prompts that appear. This opt out does not apply to information provided to you by e-mail as a result of a purchase made on our Platforms (e.g., a transaction receipt), or as a result of a customer service request initiated by you.

### **Users Outside of the United States**

Our Platforms are hosted in the United States and our services are provided from the United States. It is possible that certain information will be stored on servers in multiple other countries on the “cloud” or other similar distributed hosting platforms. If you are a user accessing our Platforms or services from the European Union, Asia or any other region with laws governing personal data collection, use and disclosure that differ from United States laws, please note that you are transferring your Personal Information outside your home jurisdiction, and that by providing your Personal Information to us, you are consenting to the transfer of your Personal Information to the United States and other jurisdictions as indicated above, and to our use and disclosure of your Personal Information in accordance with this Policy.

### **Your California Privacy Rights**

If you are a California resident, you may obtain certain information regarding our disclosure of your Personal Information to third parties for their direct marketing purposes. To make such a request, please send an email to [info@windsongwny.com](mailto:info@windsongwny.com).

### **Accessing and Correcting Your Information**

In some cases, you can review and change certain portions of your Personal Information by logging into the Platform and visiting your account profile page. You may also send us an email at [info@windsongwny.com](mailto:info@windsongwny.com) to request access to any Personal Information that you have provided to us, or to correct or delete that Personal Information. We will evaluate such requests on a case-by-case basis. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

### **Children Under the Age of 13**

Our Platforms are not intended for children under 13 years of age, and no one under age 13 may provide any information to our Platforms. We do not knowingly collect personal information from children under age 13. If you are under 13 of age, do not use or provide any information on our Platforms, make any purchases through our Platforms, use any of the interactive or public comment features of our Platforms, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or username you may use. If we learn we have collected or received personal information from a child under 13 years of age without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under age 13, please contact us at [info@windsongwny.com](mailto:info@windsongwny.com).

### **Data Security**

We have implemented measures designed to secure your Personal Information from accidental loss and from unauthorized access, use, alteration and disclosure. All information that you provide to us is stored on our servers behind firewalls, and certain Personal Information will be encrypted using secure socket layer (SSL) technology.

The safety and security of your information also depends on you. When we have given you (or when you have chosen) a password for access to certain parts of our Platforms, you are responsible for keeping that password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information over the Internet is not completely secure. Although we have implemented security measures that we think are adequate, we cannot guarantee the security of your Personal Information transmitted to our Platforms. Any transmission of Personal Information is at your own risk. We are not responsible for the circumvention of any privacy settings or security measures contained on our Platforms.

### **Changes to Our Privacy Policy**

We post any changes we make to our Policy on this page. If we make material changes to how we treat our users' Personal Information, we will notify you by posting a notification on the main page of our Platforms. The date the Policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date, active and deliverable email address for you, and for periodically visiting our Website and this Policy to check for any changes.

### **Contact Information**

To ask questions or comment about this Policy and our privacy practices, contact us by mail at: Windsong Radiology Group, P.C., 55 Spindrift Drive, Williamsville, NY 14221, or via email at [info@windsongwny.com](mailto:info@windsongwny.com).