

Privacy Policy

We are committed to protecting and respecting your privacy. This Privacy Policy (this “Policy”) describes how we collect, use and disclose personal information of users of our services, including our Website (our “Site”). Please read this Privacy Policy carefully.

By using our Site, you agree to the terms of this Policy. If you do not agree with the terms of this Policy, do not use our Site. Your use of our Site for the limited and exclusive purpose of reviewing this Policy does not constitute your agreement to this Policy unless you make further use of our Site. This Policy may be updated from time to time.

This Policy describes:

- The personal information we collect
- How we collect such information
- How such information is used
- How such information is shared
- How you can contact us

INFORMATION WE COLLECT

We and our third-party service providers may collect and process the following types of personal information about you:

- Name
- Phone number
- Email address
- Social network profile information
- Information we collect when you use our Site, such as your domain name, Internet protocol (IP) address, mobile device model, Internet service provider, Site access times, websites that referred you to us and web pages within our Site that you visit
- Information you communicate to us through our Site, our social media pages or through other means

HOW WE COLLECT INFORMATION

We and our third-party service providers may collect personal information as follows:

- We may collect information you provide when you use our Site, including when you fill in forms on our Site, subscribe to any of our services, complete a survey on our Site, post material to our Site or download content from our Site.
- We may collect information you provide when you contact us by phone, email, text message or messaging application on social media.
- We may collect social network profile information that you have made publicly available through your social network account settings if you choose to access our social media pages or connect or otherwise link to our Site with your own social media page. We also may collect customers’ and public feedback on social media.
- Our Site may use cookies, tracking pixels and other similar technologies to collect information about visitors to our Site. A cookie is a small amount of data that is sent to your browser from a Web server and stored on your computer's hard drive. A tracking pixel is a graphic that is loaded when a user visits a website or opens an email and is used to track certain user activities.

HOW WE USE THE INFORMATION COLLECTED

We and our third-party service providers may use information collected to:

- Operate, maintain and improve our Site.
- Conduct analytics to help us better understand our customers and improve our products and services.
- Process and manage purchases made by you.
- Respond to your customer service inquiries, post your comments related to our products and services on our social network pages and take other actions in response to your questions, comments or Site activity.
- Communicate with you about special offers, services and promotions that may be of interest to you.
- Help us develop, customize, deliver, support and improve our services.
- Allow you to participate in interactive features of our service when you choose to do so.
- Notify you about changes to our service.
- Conduct market research in order to serve targeted advertisements.

We and our third-party service providers may use the information collected from cookies, tracking pixels and other similar technologies to target advertising to you personally, through online and offline methods including email, display media, video media and direct mail. You may opt out of receiving direct mail from us or our third-party service providers by clicking [here](#). For detailed information on the cookies we use and the purposes for which we use them see our [Cookie Policy](#).

When you log in to or visit our Site, your IP address may be combined with other de-identified data (such as a hashed, non-readable email or postal address) and such information may be used by third-party service providers to send ads and materials to you based on your preferences, interests and attributes. Such information may also be combined with aggregate information collected from other users or sources and used by third-party service providers to conduct market research and to better target their advertising. Although you may not opt out of receiving online advertisements generally, you may find out how to opt out of having your online behavior collected by third-party advertisers for advertising purposes. You may visit each ad network's website individually to opt-out and review their privacy policies, or you may visit the Digital Advertising Alliance's opt-out website at <http://www.aboutads.info/> or the Network Advertising Initiative's opt-out website at <http://networkadvertising.org/>.

HOW WE DISCLOSE THE INFORMATION COLLECTED

We and our third-party service providers may share your personal information under the following circumstances:

- We may share your personal information with any member of our group of companies (our subsidiaries and our ultimate parent company and its subsidiaries).
- We may share your personal information with companies that provide services to us, such as credit card processors, website hosts, email vendors and other companies that help us provide our services or our Site.
- We may disclose your personal information in response to legal process, when required to comply with laws, to combat fraudulent or criminal activity, to enforce our agreements, corporate policies and the terms of use of our Site, and to protect the rights, property and safety of our business, our employees, agents, customers or others.

- We may share technical data that we collect about your browsing habits and your device (such as data collected via our cookies, tracking pixels and similar technologies, as discussed above) with third-party service providers and other advertising companies. This enables them and us to better target ads to you and other consumers.

Cookies

What are cookies: We and our business partners collect information about your use of our website through cookies. Cookies are information files stored on your computer, tablet or smartphone that help websites remember who you are and information about your visit. Cookies can help to display the information on a website in a way that matches your interests. Most major websites use cookies.

What cookies are used on this Website: The cookies we and our business partners use on this website are broadly grouped into the following categories:

Essential – Some of the cookies on our website are essential for us to be able to provide you with a service you have requested. An example of this would be a cookie used to enable you to log into your account on the website or which allows communication between your browser and the website. Our cookie preference cookie described in the section “How can I reject or opt out of receiving cookies?” is also an essential cookie. You may not be able to use our website without these cookies.

Analytics – We use analytics cookies to help us understand how users engage with our website. An example is counting the number of different people coming to our website or using a particular feature, rather than the total number of times the site or feature is used. Without this cookie, if you visited the website once each week for three weeks we would count you as three separate users. We would find it difficult to analyse how well our website was performing and improve it without these cookies.

User Cookies – We use cookies to improve your experience by remembering your preferences so we know how you like to use our website. Examples of this would be remembering you so that you are served with the same content or to remember you when you come back to the site. Social Sharing – We use third party cookies to allow you to share content directly on the social networking/sharing sites like Facebook, Twitter or Google+. Examples would be if you wanted to “like” or “tweet” about us or our products or services. Please see our “Third Party Cookies” section below for more details.

Interest-Based Advertising – You will have noticed that when you visit websites you will be shown adverts for products and services you may wish to buy. The money made by website owners for showing third party adverts on their websites often pays for the cost of running the website and therefore usually allows you to use the website without having to pay a registration or usage fee. To try and ensure that the adverts you see are relevant to you third party cookies may be used to collect information about the types of things that interest you, for example websites you visit and the geography that you are based in. Having these cookies does not increase the number of adverts you will be shown, but simply makes the adverts you see more relevant. Please see our “Third Party Cookies” section below for more details. How can I reject or opt out of receiving cookies? If you do not wish cookies to be stored on your machine, you can do the following: a. delete the cookies from your browser. Most browsers also allow you to prevent all or some cookies being stored on your machine in the future.

For more information on how to delete or disable cookies from your browser please use the “help” function within your browser or alternatively visit <http://www.allaboutcookies.org/>. Please note that we can’t always control third party cookies stored on your machine from our website and where this is the case you will need to visit the relevant third party’s website directly to manage cookies stored on your machine by them. Please see our “Third Party Cookies” section below. Please be aware that disabling cookies may impact the functionality of this website. Third party cookies: Some of the cookies described in the “What Cookies are used on this Website” section above are stored on your machine by third parties when you use our website. Third parties may also read cookies on your browser to collect information or to serve content or advertisements to you. We have no control over these cookies or how the third parties use them. They are used to allow that third party to provide a service to us, for example analytics. For more information on these cookies and how to disable them, please see: a. Internet Advertising Bureau website at <http://www.youronlinechoices.com/> where you will be able to opt-out of receiving Interest-Based Advertising cookies.

Third Party: Google Type of cookies: Analytics – Google provide anonymised data about the visits made to our website. User – Google use cookies to help protect your privacy and help ensure your browsing activities remain safe. Social Sharing – Google also store cookies which allow the “Google +” social sharing functionality. Interest-Based Advertising – Google tools may also collect data for the purpose of interest-based advertising. More information and how to opt out: <http://www.google.co.uk/intl/en/policies/privacy/>

Third Party: Facebook Type of cookies: Social Sharing – Facebook store cookies which allow the Facebook “Like” social sharing functionality but only if you click on the Facebook “Like” button on our website or log in using your Facebook account. More information and how to opt out: <http://www.facebook.com/about/privacy/> Third Party: Twitter Type of cookies: Social Sharing – Twitter also store cookies which allow their social sharing functionality including the “Tweet” function and to generate usage information during your visit to our website. More information and how to opt out: <http://twitter.com/privacy> Third Party: iPromote Type of cookies: Interest-Based Advertising – iPromote cookies also collect data for the purpose of interest-based advertising. More information and how to opt out: <http://www.ipromote.com/privacy-policy/> If you want to know more about how cookies work and how to manage or delete them, visit the World Wide Web Consortium’s website. We may update this policy from time to time so you may want to check it each time you visit our website.

HOW TO CONTACT US

We’ll be happy to provide additional information or answer questions in regard to our Privacy Policy, Cookie Policy and our Site; contact us at:

Email: dall.bruce@nonproprietarysurgery.com

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