



General Communications Notice of Privacy Practices Page 1

This Notice of Privacy Practices applies to the following organization:

High Country Macula, Retina, and Vitreous, PC
2055 South Pacheco St., Suite 600, Santa Fe, NM 87505
highcountrymacula.com

Changes to the Terms of this Notice of Privacy Practices:

We can change the terms of this Notice of Privacy Practices, and the changes will apply to all information we have about you. The new notice will be available upon request, in our office and on our website.

Purpose of this Privacy Policy

This Privacy Policy explains how we collect, store and use the personally identifiable information and the non-personally identifiable information we and our business partners and vendors collect through various methods outlined below such as through our websites, mobile and desktop applications, emails, social media, sweepstakes and contests, online behavioral advertising, etc. By using our websites, services, applications or responding to our emails, you agree to be bound by the terms and conditions of our websites including all privacy policies.

Use of www.highcountrymacula.com

High Country Macula, Retina, and Vitreous, PC operates the www.highcountrymacula.com website (“Website”). This section informs you of our policies regarding the collection, use and disclosure of personal data when you use our Website and the choices you have associated with that data. We use your data to provide and improve the Website. By using the Website, you agree to the collection and use of information in accordance with this policy.

Definitions

Website

Website is the www.highcountrymacula.com website operated by High Country Macula, Retina, and Vitreous, PC

Personal Data

Personal Data means data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).

Usage Data

Usage Data is data collected automatically either generated using the Website or from the Website infrastructure itself (for example, the duration of a page visit).

Cookies

Cookies are small files stored on your device (computer or mobile device).

Information Collection and Use

We collect several different types of information for various purposes to provide and improve our communications with you.



General Communications Notice of Privacy Practices

Page 2 (continued)

Types of Data Collected

Personal Data

While using our Website, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to, Cookies and Usage Data.

Usage Data

We may also collect information on how the Website is accessed and used ("Usage Data"). This Usage Data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Website that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

Tracking Cookies Data

We use cookies and similar tracking technologies to track the activity on our Website and we hold certain information. Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Other tracking technologies are also used such as beacons, tags and scripts to collect and track information and to improve and analyze our Website. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service. Examples of Cookies we use:

Session Cookies

We use Session Cookies to operate our Website.

Preference Cookies

We use Preference Cookies to remember your preferences and various settings.

Security Cookies

We use Security Cookies for security purposes.

Use of Data

High Country Macula, Retina, and Vitreous, PC uses the collected data for various purposes:

- To provide and maintain our Website
- To notify you about changes to our Website
- To allow you to participate in interactive features of our Website when you choose to do so
- To provide customer support
- To gather analysis or valuable information so that we can improve our Website
- To monitor the usage of our Website
- To detect, prevent and address technical issues

Transfer of Data

Your information, including Personal Data, may be transferred to - and maintained on - computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws



General Communications Notice of Privacy Practices

Page 3 (continued)

may differ from those of your jurisdiction. If you are located outside United States and choose to provide information to us, please note that we transfer the data, including Personal Data, to the United States and process it there. Your consent to this Notice of Privacy Practices followed by your submission of such information represents your agreement to that transfer. High Country Macula, Retina, and Vitreous, PC will take all the steps reasonably necessary to ensure that your data is treated securely and in accordance with this Notice of Privacy Practices and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

Disclosure of Data

Disclosure for Law Enforcement

Under certain circumstances, High Country Macula, Retina, and Vitreous, PC may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Legal Requirements

High Country Macula, Retina, and Vitreous, PC may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of High Country Macula, Retina, and Vitreous, PC
- To prevent or investigate possible wrongdoing in connection with the Website
- To protect the personal safety of users of the Service or the public
- To protect against legal liability

Security of Data

The security of your data is important to us but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

Our Policy on "Do Not Track" Signals under the California Online Protection Act (CalOPPA)

We do not support Do Not Track ("DNT"). Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked. You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser.

Website Providers

We may employ third party companies and individuals to facilitate our Website ("Website Providers"), provide the Website on our behalf, perform Website-related services or assist us in analyzing how our Website is used. These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.



General Communications Notice of Privacy Practices

Page 4 (continued)

Analytics

We may use third-party Website Providers to monitor and analyze the use of our Website.

Google Analytics:

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Website. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. You can opt-out of having made your activity on the Website available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <https://policies.google.com/privacy?hl=en>.

Links to Other Sites

Our Website may contain links to other sites that are not operated by us. If you click a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit. We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

Children's Privacy

Our Website does not address anyone under the age of 18 ("Children"). We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your Child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from Children without verification of parental consent, we take steps to remove that information from our servers.

Opting Out of Receipt of Postal, Email or Telephone Marketing and Promotional Communications:

If you elected to receive marketing and/or advertising materials from us via the postal service, email, or telephone and no longer wish to do so, you may opt out of receiving those communications by:

Postal Communications:

If you do not wish to receive postal communications from us, please send us a letter with your name, address, email address, and phone number to:

Practice Administrator

High Country Macula, Retina, and Vitreous, PC

2055 South Pacheco St., Suite 600

Santa Fe, NM 87505



General Communications Notice of Privacy Practices Page 5 (continued)

Phone Communications:

If you do not wish to receive telephone communications from us, please send us a letter with your name, address, email address, and phone number to:

Practice Administrator
High Country Macula, Retina, and Vitreous, PC
2055 South Pacheco St., Suite 600
Santa Fe, NM 87505

Email Communications:

If you do not wish to receive promotional emails from us, please let us know by using the opt-out response that can be found at the bottom of every email we deliver or by sending us a letter with your name, address, email address, and phone number to:

Practice Administrator
High Country Macula, Retina, and Vitreous, PC
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HIPAA Privacy Practice

See High Country Macula, Retina, and Vitreous, PC's Patient's Notice of Privacy Practices available at www.highcountrymacula.com