# **Privacy Policy**

We take your privacy seriously. We have established this privacy policy to outline our policies on the collection, use, and disclosure of your information in connection with your use of our website (the "Site"). By accessing the Site, you consent to our collection, use, and disclosure of your information as described in this Privacy Policy. Please note that when listed herein as "our company" or "we," "us," or "our." refers to Apple Valley Wellness Center, PA dba Apple Valley Chiropractic Spine & Injury Center.

#### Collection of Information

What information do we collect? We do not collect, use or share any user information which can personally identify you ("Personally Identifiable Information"); however, some of our users may voluntarily provide us with certain Personally Identifiable Information through our Site (such as name, phone number, email address) in order to sign up with our service. We do collect and aggregate certain information through technology, such as cookies, to improve our Site and services.

Why do we collect information? Like many websites, Our company collects information to enhance your experience with our Site, maximize the quality of our services, monitor, update and improve the functionality of our Site, customize our Site to best suit your needs, provide customer support and respond to your inquiries, and comply with our legal obligations.

- 1. Information We Collect Through Technology
- Cookies: We may use cookies, beacons and similar technology to provide the
  best, customized Site we can and facilitate and enhance your experience.
  Cookies are files sent to your browser from a web server and may reside, among
  other places, on your computer, in emails sent to you, and on our web pages.
  Cookies may transmit information about your use of our Services such as time,
  frequency and activity on our Site, browser type, search preferences and other
  data that may, in the future, inform us to provide targeted services for our users.
  You can control your own privacy levels by disabling cookies in your device or
  browser settings.
- Analytics: We engage in analytics to process data collected by our Site that
  enables us to improve our Site. We may use third parties to process the
  information on an aggregated (not individual) level and develop reports and
  analysis regarding the usage and browsing patterns of our users.
- Location: We may collect information regarding the computer, mobile /smartphone or another device you use to access our Services, including

collecting information on your Internet Protocol (IP) addresses. We do this to measure the effectiveness of our Site and to better conduct technical systems functions and troubleshooting.

# Sharing of Information, We Collect

# 1. To Enhance our Site

Any third party service providers we use for analytics or marketing are restricted from using your information in any way other than providing the services we request of them.

#### 2. To share with Partners

Our company.. also shares your personal (non-financial) information, including but not limited to your contact information with our business partners as we deem fit. Should you not want this information shared, you should not use our service.

# For Legal Compliance

To comply with the law, our company may be required to produce user information. As a service to our users, we may produce user information if we reasonably believe that doing so will protect the personal safety or property of our users or the general public. We may also disclose user information to protect, defend and enforce our own intellectual property rights, which we will do to the fullest extent of the law.

# Changes to the Privacy Policy

The Privacy Policy may be modified from time to time at the sole discretion of Our company. Revisions to the Privacy Policy will be posted on this webpage. Such modifications shall become effective once posted on the Site. You agree to this Privacy Policy and any subsequent revisions through your continued use and access of this Site.

# Terms of Use

These terms and conditions (the "Terms of Use") govern your use of our company's website (the "Site"). Through your access or use of the Site, you agree to these Terms of Use and to a legally binding contract with our company. Do not access or use the Site if you are unwilling or unable to be bound by these Terms of Use.

## A. Content

#### 1. Use of Our Content

The content provided on this Site is for informational and educational purposes only. The information contained herein does not constitute any guarantees, implied or real. Unless otherwise specified, Web Site is for your personal and/or commercial use and limited to the purchaser of the license to use the site. You may not modify, copy, distribute, transmit, display, perform, reproduce, publish, license, create derivative works from, transfer, or sell any information, software, products or services obtained from our company's Web Sites.

# 2. Ownership of Our Content

The materials used and displayed on this Site, including but not limited to text, photographs, charts, visual graphics, video, interviews, service marks, logos, and names are the property of our company or our affiliates, contractors or licensors. While you may use this content for your personal or commercial use, you acknowledge that this content is protected by intellectual property laws and other federal and state laws. You may not reproduce, transmit, publish, distribute or otherwise use any of our content or any modifications thereof without our prior express written consent or that of our affiliates, contractors or licensors.

# 3. Use of Your Content

Our company may use your content, including but not limited to photographs, testimonials, visual graphics or video, with or without your prior consent and as our company deems fit, to provide our services, including but not limited to our public site, blogs, newsletters, advertisements, and other services. We may also create derivative works from your content. Through these Terms of Use, once you consent to our use of your content, you acknowledge and grant us the rights to use your content for such purposes without limitation and without any need for a license or payments of any fees, Our company may use, copy, publish, display, distribute, modify, translate, and create derivative works from your content.

# B. Legal Disclaimer

The user acknowledges that the content of this Site is provided for informational and educational purposes only. To the fullest extent permitted by law, Our company.. makes no express or implied warranties regarding the content on this Site, including the accuracy, completeness, reliability, applicability, ownership, non-infringement or merchantability of the content.

This disclaimer extends to any and all testimonials, endorsements, statistics, graphics or video provided on this Site, which is provided for informational and educational purposes only and is not guarantees of diagnoses, treatment plans or treatment

results. Links to any third party websites are provided for your convenience only; Our company.. does not endorse any third parties through this Site.

OUR COMPANY, ITS AGENTS OR REPRESENTATIVES SHALL NOT BE LIABLE TO YOU OR ANYONE ELSE FOR ANY LOSS OR INJURY OR ANY DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, PUNITIVE OR SIMILAR DAMAGES ARISING OUT OF YOUR USE OR ACCESS OF THE SITE OR ARISING OUT OF ANY ACTION TAKEN IN RELIANCE UPON, IN RESPONSE TO, OR AS A RESULT OF, ANY INFORMATION AVAILABLE ON THE SITE. YOU HEREBY WAIVE ANY AND ALL CLAIMS AGAINST OUR COMPANY ARISING OUT OF YOUR USE OR ACCESS OF THIS SITE.

# C. Changes to the Terms of Use

The Terms of Use may be modified from time to time at the sole discretion of our company. Revisions to the Terms of Use will be posted on this webpage. Such modifications shall become effective once posted on the Site. You acknowledge and agree that your access and use of this Site shall be considered an acceptance of these Terms of Use. To prevent that information from being shared, you must discontinue the use of our services understanding that we cannot recall the information shared.

# Cookie Policy

Our Website uses cookies to improve the user experience and ensure that it is functioning effectively. By using or accessing our Website, you are consenting to allow us to use of Cookies as outlined below.

This Cookie Notice is part of our Privacy Statement. For more information about us, and how we protect visitor information, please see our Privacy Statement.

To provide you with more personalized and responsive service, we need to remember and store information about how you use this Website. This is done using small text files called cookies. Cookies contain small amounts of data and are downloaded to your computer or another device by a server for this Website. Your web browser then sends these cookies back to this Website on each subsequent visit so that it can recognize you and remember things like your user preferences. You can find more detailed information about cookies and how they work at <a href="https://www.aboutcookies.org">www.aboutcookies.org</a>.

This Cookie policy helps to explain the occasions when and why cookies may be sent to visitors to the Site (referred to in this policy as "we," "us" or "our"). "Cookies" are text-only pieces of information that a website transfers to an individual's hard drive or other website-browsing equipment for record-keeping purposes. Cookies allow the Site to remember important information that will make your use of the site more convenient. A cookie will typically contain the name of the domain from which the cookie has come,

the "lifetime" of the cookie, and a randomly generated unique number or other value. Certain cookies will be used on the Site regardless of whether you are logged in to your account or not. Session Cookies are temporary cookies that remain in the cookie file of your browser until you leave the Site.

Whenever you use this Website, information may be collected through the use of cookies and other technologies. By using this Website, you agree to our use of cookies as described in this Cookie Notice and also to the use of cookies on the other country, regional or practice specific websites contained in deloitte.com that you may visit, as described in their accompanying cookie notices.

We use cookies to limit certain types of cyber attacks.

What Cookies Do We Use and Why?

Some of the cookies we use are necessary to enable you to move around the Website and use its features such as accessing secure areas that may contain content for registered users.

We also use functional cookies to record information about the choices you have made and to allow us to tailor the site to our users; for example, to remember your language or region or that you have already completed a survey. This information is usually anonymized and is not used for any other purpose.

Our service providers and we also use analytic services to help us understand how effective our content is, what interests our users have, and to improve how this Website works. Also, we use web beacons or tracking pixels to count visitor numbers and performance cookies to follow how many individual users access this Website and how often. This information is used for statistical purposes only, and it is not our intention to use such information to personally identify any user. However, if you have registered and signed into this Website, we may combine this information with information from our web analytic services and cookies to analyze how you use this Website in more detail.

Although currently, this Website does not use Targeting Cookies to deliver targeted advertising to Website visitors, we reserve the right to do so in the future without notice. Should we use targeting cookies; We will use cookies from third-party partners such as Google and Facebook for marketing purposes. These cookies allow us to display Indeed promotional material to you on other sites you visit across the Internet. Indeed may also share information about your behavior on the Site with third parties (including operators of third-party websites and/or social networking sites) to show you targeted advertisements and other content that has been customized for you. We also use cookies to facilitate the Indeed Targeted Ads Program. In this Program, we use cookies to determine which ads users have seen, and how many times users have seen a particular ad. We will use cookies to associate user activity with the third party website

that referred the user to our Site, or to associate user activity that Indeed referred to a third party website. These third-party partner websites receive credit for the activity of users they refer to our Site or give us credit for the activity of users referred to such third party websites. We do not share any personal information or information about individual user activities with these partner entities. We also use cookies to associate user activity with the email campaign that referred the user to our Site.

Please contact us if you would like more detailed information on the cookies we use.

## How to Control Cookies?

By using this Website, you agree that we can place cookies on your computer or device as explained above. However, you can control and manage cookies in various ways. Please bear in mind that removing or blocking cookies can impact on your user experience and parts of this Website may no longer be fully accessible.

## **Browser Controls**

Most browsers will allow you to see what cookies you have and delete them on an individual basis or block cookies from particular or all websites. Be aware that any preference you have set will be lost if you remove all cookies, including your choice to opt-out from cookies as this itself, requires an opt-out cookie to have been set. For more information on how to modify your browser settings to block or filter cookies, see <a href="https://www.aboutcookies.org">www.cookiecentral.com/faq</a>.

# Managing Analytics Cookies

Use the options in your web browser if you do not wish to receive a cookie or if you wish to set your browser to notify you when you receive a cookie. You can easily delete and manage any cookies that have been installed in the cookie folder of your browser by following the instructions provided by your particular browser manufacturer.

- Google Chrome
- Internet Explorer
- Mozilla Firefox
- Safari (Desktop)
- Safari (Mobile)
- Android Browser
- Opera
- Opera Mobile

If your browser is not listed here, consult the documentation that your particular browser manufacturer provides. You may also consult your mobile device documentation for information on how to disable cookies on your mobile device. If you disable all cookies,

you may not be able to take advantage of all the features of this Site. Please note that if you have not cleared your cookies or cache, the contents of which may affect auto fill functions on the Indeed site and you are responsible for any such actions.

#### Social Buttons

We use social buttons to enable our users to share or bookmark web pages. These are buttons for third party social media sites, and these sites may log information about your activities on the Internet including on this Website. Please review the respective terms of use and privacy policies of these sites to understand exactly how they use your information and to find out how to opt-out, or delete such information.

#### **External Web Services**

We sometimes use external web services on this Website to display content within the web pages of this Website, for example, to display images, show videos or run polls. As with the social buttons, we cannot prevent these sites, or external domains, from collecting information on your use of this embedded content.

## **Email Communications**

We may also use tracking technologies to determine whether you have read, clicked on, or forwarded certain email communications we send to you so that we can make our conversations more helpful and interesting. If you do not wish us to confirm whether you have opened, clicked on or forwarded our communications, you will need to unsubscribe, as it is not possible for us to send these emails without tracking enabled. Registered subscribers can update their communication preferences at any time by contacting us, or you can unsubscribe following the instructions in the individual email communications you receive from us.

We may modify or amend this Cookie Notice from time to time at our discretion. It is your responsibility to review this page as often you deem necessary to see updates, and you acknowledge by using our service that you accept that responsibility to regularly check for changes. We encourage you to periodically review this Cookie Notice to be informed about how we are using cookies.