

FLORIDA PEDIATRIC ASSOCIATES, LLC
PEDIATRIC EYE CONSULTANTS OF NORTH FLORIDA
a Division of Florida Pediatric Associates

WEB SITE PRIVACY POLICY

INTRODUCTION

By using the Floridapediatrics.com website (the “Site”), you are accepting the practices described in this privacy policy. You are encouraged to review the privacy policy whenever you visit our site to make sure that you understand how any personal information you provide will be used.

WHAT INFORMATION WE COLLECT

The sole purpose of our Site is to provide general information to the public about our medical practice including the medical services we provide at various locations and the health plans that we participate with. We have NO need for visitor or user information. Simply put, we do not knowingly collect personally identifiable information UNLESS a visitor chooses to contact us through our E-mail link. Then, of course, we would have the sender’s E-mail address and any other personal information (e.g. mailing address or telephone number) that the sender voluntarily includes in the E-mail. We prefer that when a visitor chooses to contact us for further information that he or she simply sends an E-mail with no additional information. The information the sender provides is used to fulfill a request for additional information.

COOKIES

This Site, like many other websites, uses cookies. Cookies are small pieces of information that are stored on your computer or mobile device when you visit a website.

The Site uses a cookie that is native to Personal Home Page applications to create the website and is used to store and identify a user’s unique session identification for the purpose of managing user session on the website. The cookie is a session cookie that is deleted when all of the user browser windows are closed. By using the Site, you agree to the processing of your information and the use of the necessary cookies. In addition, Google Analytics sets cookies to help us accurately estimate the number of visitors to the website and what content is most popular. This helps to ensure that my website is responding to your needs in the best way possible. You can view Google's Privacy Policy at <https://policies.google.com/privacy>.

By using and browsing this Site, you consent to cookies being used in accordance with this Policy. If you do not consent, you must turn off cookies or refrain from using the site. Most browsers allow you to turn off cookies. To do this, look at the HELP menu on your browser. Switching off cookies should not noticeably restrict your use of this website.

Finally, when linking out to other sites, please take a moment to review the privacy statement of the site you are linking to as well.

DISTRIBUTION OF INFORMATION

We may share information with governmental agencies or other companies assisting us in fraud prevention or investigation. We may do so when: (1) permitted or required by law, (2) trying to protect against or prevent actual or potential fraud or unauthorized transactions, or (3) investigating

fraud which has already taken place. Otherwise, no information is ever provided to any third parties for marketing or any other purpose.

COMMITMENT TO DATA SECURITY

Any personally identifiable information that you provide is kept secure. Only authorized employees and agents who have agreed to keep information secure and confidential, have access to this information.

CONCERNS & COMPLAINTS

If you are concerned that we may have violated your privacy rights or if you disagree with any decisions we have made regarding access or disclosure of your protected health information, please contact us at the address listed below. It is our intent to protect and keep your protected health information confidential. Your alerting us of any concerns you may have is a necessary part of a continuous quality process we employ. You will, in no way, be retaliated against for filing a complaint. You may also send a written complaint to the US Department of Health and Human Services. For questions, concerns or complaints, please contact us at:

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