

## **The e-Wellness Doctor for Men, LLC**

### **Privacy Policy – Updated August 22, 2019**

It is The e-Wellness Doctor for Men, LLC's policy to respect your privacy regarding any information we may collect while operating our website. To fully utilize the services that The e-Wellness Doctor for Men, LLC ("Company") provides, you as a user of the available services are required to read and accept this privacy policy ("Privacy Policy"). If you refrain to consent to the terms of the Privacy Policy, please prohibit yourself from accessing, using, or participating in the services. This Privacy Policy applies to our services and resources offered in the United States. If other regions are to be included as target market territories, or expansion outside of the geographic boundaries of the United States commences, a Privacy Policy update will include the continents, countries, or provinces.

We respect your privacy and are committed to protecting personally identifiable information you may provide us through the Website. We have adopted the Privacy Policy to explain what information may be collected on our Website, how we use this information, and under what circumstances we may disclose the information to third parties.

Your privacy is of utmost importance to the Company, and we value the protection of your personally identifiable information ("Personal Information") in connection with the services and resources that the Company offers. Personal Information is defined as any information that may be used to identify a user, including, but not limited to, a personal account profile, a first name, a middle name, a last name, home address, business address, phone number, fax number, an email address or any other contact information. This Privacy Policy describes the Personal Information practices for the Company, including what type of information is collected, tracked, shared, and how and with whom the information is used. The Company is committed to protecting the privacy of the data you provide for the service as appropriate.

The Company is also committed to protecting the privacy of your Personal Health Information. Personal Health Information is a subcategory of personal Information concerned with your demographic information with regard to past, present or future medical conditions, mental health and psychiatric conditions, subjective health data, objective health data, health assessments, management plans, rendered healthcare services, or payment information and insurance information related to such services.

The Health Insurance Portability and Accountability Act of 1996 (HIPAA) outlines which Personal Health Information, and how the Personal Health Information, can be used and shared. For a more panoramic understanding of HIPAA, please visit the Health and Human Services website by clicking [here](#). Should you choose to dismiss reading and understanding HIPAA as it relates to your Personal Health Information, please refrain from using our Services. By using our services and resources, the user acknowledges that they understand how their personal information and personal health information can be used and shared on the Company website, secure text, e-mail, and virtual appointment.

By using, accessing, and participating in Company services or resources as well as entering the Website, the user acknowledges the Terms and Conditions provided at the footer of the Website page. This Privacy Policy also applies to the user's use of interactive features or downloads that: (a) the Company manages, owns, or administers; (b) are present on the Company Website or any Company social media page; or (c) interact with the Website (including through social media).

## **INFORMATION COLLECTED**

### **We Collect Your Personal Information collected by The e-Wellness Doctor for Men, LLC**

The Website is powered by Wix, a third-party cloud-based web development platform. Free and purchased apps chosen by the Company or Website administrator to track your Website usage, visits, and other analytics. The lighthouse landing page that populates 5 seconds following the loading of the Website also contains a submission box to enter your email. This information is useful for the Company to share and disburse information and resources to you through your email address. Other information we collect occurs through signing up through the Healthie portal. Any information you provide to through the Healthie portal is accessible to the Company. For more information on Healthie's Privacy Policy and Terms and Conditions, you should direct yourself towards their web-based platform prior to signing up or contact them directly. If you sign up for a membership with the Company, specific personal information will need to be provided to complete the registration process, including, but not limited to, first and last name, phone number, email address, home address, billing address, and credit card or banking information. Another way the Company collects your information is through asking general questions or listing concerns; your first and last name, email address, phone number, and street address are required. The personal information collected will be stored by the Company in a database that only designated personnel belonging to the Company can access.

### **Personal Health Information collected by The e-Wellness Doctor for Men, LLC**

Upon user's consent and prior authorization, the Company may obtain your personal health information from your health care provider. The Company may collect certain personal health information such as a User's sex, height, weight, body mass index, blood pressure, blood glucose, cholesterol, medications, medical conditions, social history, family history, surgical history, and genetic studies.

### **The e-Wellness Doctor for Men, LLC Uses Cookies**

To better serve your health and wellness interests on the Website, the Company employs the use of Cookies, which are small text files deposited on a user's computer hard drive. By recognizing the user's software, their visits are tracked to the website. Customization of site content occurs as a result of the information collected through the Cookie. If, and only if, a user has not registered with the Website, the Cookie can not directly retrieve visitor names and physical addresses. For example, if a user accepts the use of Cookies on the Website, the Company Website recognizes the users operating system (MacOS, Windows 10), Web browser software (IE, Google Chrome,

Safari, etc.) or email address, if provided. The Cookie is then sent from the Company Website server to the User's hard drive. Now that the Cookie has been utilized by the Company Website server, subsequent visits by the same user prompt the Website server to request a Cookie file from the user's computer. As a result, the cookie is read, evaluated, and transformed into interpretable information beneficial to the user's Website usage and the Company's advertising strategies.

### **E-mail addresses collected by The e-Wellness Doctor for Men, LLC**

The Company collects, stores, and maintains e-mail addresses provided by users. The Company stores their users, members, and clients email addresses on a third-party Gmail account. At times, the Company may import the e-mail addresses and store them on Wix, a cloud-based web design platform used by the Company. Wix stores e-mail addresses of users and acts as a Processor and not as a Controller of such information. The Company is responsible for the security, integrity and authorized usage of your Users-of-Users' Personal Information, and for obtaining consents, permissions and providing any fair processing notices required for the collection and usage of such information.

### **IP addresses collected by The-Wellness Doctor for Men, LLC**

The internet uses a specific protocol called the TCP/IP networking protocol. Through this protocol, each and every computer on the internet is assigned a specific 32-bit number known as an Internet Protocol (IP) address. A range of numbers from 0 to 255 intermittently separated by periods are provided to each computer. When a user interacts with the Website, a message is decomposed into packets using the TCP/IP protocol. These packets are configured by a destination address that gets disbursed from the users computer to the network server and then eventually to the Website. The IP address acts as a technological name for each computer. No two computer hold the same IP address. Through a hierarchy of domains, the user and Website can interact with each other.

## **PROTECTING YOUR INFORMATION**

Unless authorized to do so, the Company does not sell, trade, rent or share your personal or personal health information for marketing purposes. We do provide information with specific third-party companies that are involved with our day-to-day operations such as Wix, Google, and Healthie. These specific parties use your personal information only at our direction and in accordance with our Privacy Policy. For more information on their Privacy Policy, you can most likely find it located at the footer of their website. If not, feel free to contact their specific company directly.

Only full-time and part-time employees, contractors, or third-parties may receive personal information from the Company. Often, we use your personal information as a means of communication rather than for marketing and advertising campaigns. Whether the information you provide is in regard to an email address or a physical address, we simply use it to contact you for questions or concerns, acquire feedback, or facilitate technical support. The Company uses non-identifiable personal information (i.e. IP

addresses) to help us improve services, resources, guides, and other offerings to customize the user experience. We store non-identifiable personal information in order to track trends, measure statistics, and interpret usage patterns on the Website. This Privacy Policy does not apply in any way how we collect, store, or disclose non-identifiable personal information. The Company reserves the right to use and disclose such non-identifiable personal information to our employees, contractors, consultants, advertisers, and other third parties at our discretion. In the disclosure of personal and personal health information, you will be provided an option to consent to such a disclosure.

## **DISCLOSING YOUR INFORMATION**

Except as outlined in this Privacy Policy or as decided upon by you, the Company will not disclose any personal information it gathers from you through the Website. We may only release personal information to third parties to comply with legal requirements such as a law, regulation, search warrants, subpoena or court order or, as deemed necessary in the Company's discretion, to protect the legal or property rights of the Company, a user or third party, or to prevent personal injury. In the event that we are legally compelled to disclose your personally information to a third party, we will attempt to notify you unless doing so might, in our reasonable estimation, violate a law, rule, regulation, or court order.

## **STORING YOUR INFORMATION**

The Company may use third party companies to provide the necessary hardware, software, networking, storage, and related technology required to operate the provided services, resources, education, and other offerings.

## **THIRD PARTIES**

### **Google Analytics third-party service used by The e-Wellness Doctor for Men, LLC**

Google, Inc. is not liable for any loss or damage resulting from the Company's use of such third-party service, including any liability arising from any personal data exchanged between the Company and such third-party. Google Analytics, a tracking and analysis tool, allows the Website to track information including the number of users and page views, where users come from, how long they stay, and what keywords they are using to find your site. With Google Analytics, the Website can embed third-party tracking code to Website. Tracking code allows the Website to monitor its performance by seeing how users interact with the Website, giving the Company insight into a user's online behavior.

### **Google Ads third-party service used by The e-Wellness Doctor for Men, LLC**

Google, Inc. is not liable for any loss or damage resulting from the Company's use of such third-party service, including any liability arising from any personal data exchanged between the Company and such third-party. Users of the Website should understand that the Company uses Google Ads as a means to effectively advertise available services and resources to the user. Google Ads is a marketing tool offered by Google which displays ads to users who have previously visited the Website, as they browse the Web.

#### **Google Tag Manager third-party service used by The e-Wellness Doctor for Men, LLC**

Google, Inc. is not liable for any loss or damage resulting from the Company's use of such third-party service, including any liability arising from any personal data exchanged between the Company and such third-party. Google Tag Manager is tag management system which allows the Website to keep tags and third-party code snippets updated and organized in one convenient location.

#### **Wix, Ltd. as a third party cloud-based web design platform used by The e-Wellness Doctor for Men, LLC**

Wix has no direct relationship with any of its users' users. If you are a user-of-user, please contact the Company directly.

#### **Healthie, Inc. as a third party electronic health record, practice management, virtual appointment, e-communication, and scheduling service used by The e-Wellness Doctor for Men, LLC**

Healthie has no direct relationship with any of its users' users. If you are a user-of-user, please contact the Company directly

#### **Links to other sites found on [www.ewellnessdoctor.com](http://www.ewellnessdoctor.com)**

Third-party links may be located and clicked on while viewing the Website. These links may re-direct you to another third-party website that is not owned, managed, or administered by the Company. Healthie, Inc. will store such Personal Information and Personal Health Information for ease of use and coach/client interaction during Company-related appointments and other communication methods with clients. Other educational, informative, or resourceful links, videos, audios, or presentations may be offered through external links. Once you enter the new website, you are no longer under the jurisdiction of our Privacy Policy. At this point, you must abide by the privacy practices of the new website.

#### **Transactions and Payments**

Healthie, Inc will have a scheduling and payment system posted to the Website that allows users to easily schedule appointments and pay for services, memberships, or resources provided by the Company. User credit card or bank information is collected and encrypted through a transaction processing system that is unrecognizable by no party except the user and the user's designated financial institution. Although secure practices are maintained in regard to financial information,

data breaches resulting from external cybercriminals do occur. In such a case, neither the Company or its third-party affiliates should be held responsible as due diligence to protect financial information of the user was performed.

The Company may also collect and store financial information for provided services available through the Website only, and not a third-party affiliate. The same encryptions practices still exist. Liability in data breaches is null as the Company performed their due diligence to diminish such an instance from ensuing. Users carry their own inherent risk by supplying bank account and/or credit information through transaction payment systems. By using the Website, they acknowledge this risk. The Company nor its third-party affiliates will not reimburse the user for any economic or non-economic losses.

## **POLICY CHANGES TO WEBSITE**

On occasion, the Website Privacy Policy may be updated to reflect internal or external changes in accordance with appropriate data protection regulations. Not always will the Company notify the user when such an update has occurred, especially if the update is considered insignificant. Should a significant update occur, the user will be notified or directed to accept the Website Privacy Policy.

## **CONTACT US**

If you have a question or concern related to your privacy or this Privacy Policy, please direct your questions to:

quist@ewellnessdoctor.com