

E-STATEMENTS & ONLINE BILL PAYMENT PRIVACY POLICY

WE CARE ABOUT AND RESPECT YOUR PRIVACY

3RD PARTY DISCLOSURE

Willows Pediatrics uses a third-party vendor [The PLD Group Inc.] to enhance your experience when enrolling/using in our Online Bill Payment and/or e-statement program. Any products and services accessed through this site are not provided or guaranteed by Willows Pediatrics. When accessing our third-party site, you will be under the guideline of their Privacy Policy, Disclaimer, and/or the Terms of Use Agreement. Each is posted on this site for your review.

The Internet is a fantastic tool. It has the power to change the way we live, and we're starting to see that potential today. With only a few mouse-clicks, you can follow the news, look up facts, buy goods and services, and communicate with others from around the world. Our company needs to help our customers retain their privacy when they take advantage of all the Internet has to offer.

We believe your business is no one else's. Your privacy is important to you and to us. So we'll protect the information you share with us. To protect your privacy, our company follows different principles in accordance with worldwide practices for customer privacy and data protection.

- ☐ We won't sell or give away your name, mail address, phone number, email address or any other information to anyone.
- ☐ We'll use state-of-the-art security measures to protect your information from unauthorized users.

NOTICE

We will ask you when we need information that personally identifies you (personal information) or allows us to contact you. Generally, this information is requested when you create a Registration ID on the site. We use your Personal Information for four primary purposes:

- ☐ To make the site easier for you to use by not having to enter information more than once.
- ☐ To help you quickly find, services or information regarding your account with us.
- ☐ To help us create content most relevant to you.
- ☐ To alert you to service upgrades, special offers, updated information and other new services from our company

CONSENT

If you choose not to register or provide personal information, you can still use some of this site; however, you will not be able to access areas that require registration.

If you decide to register, you will be able to select the kinds of information you want to receive from us by subscribing to various services, like our electronic statements (e-statements)

ACCESS/Patient Profile

We create a personal profile for you from your registration information. If you ever want to review or update that information, you can log in and select Profile Center, click on Update Profile, and edit any of the Personal Information in your profile.

This ensures that only you can access your information, as well as providing you with the means to ensure that your personal information is correct and current. You may review and update this information at any time on your profile. There, you can:

- ☐ View and edit personal information you have already given us.
- ☐ Opt-in or Opt-out for electronic statements (e-statements)
- ☐ Change your email address and your password.

SECURITY

Our company has taken strong measures to protect the security of your personal information and to ensure that your choices for its intended use are honored. We take strong precautions to protect your data from loss, misuse, unauthorized access or disclosure, alteration, or destruction.

We guarantee your e-commerce transactions to be 100% safe and secure. When you place orders or access your personal account information, you're utilizing secure server software SSL, which encrypts your personal information before it's sent over the Internet. SSL is one of the safest encryption technologies available.

Also, your transactions are guaranteed under the Fair Credit Billing Act. This Act states that your bank cannot hold you liable for more than \$50.00 in fraudulent credit card charges. If your bank does hold you accountable for \$50.00 or less, we'll cover your liability provided the unauthorized, fraudulent use of your credit card resulted through no fault of your own and from purchases made from us over our secure server. In the event of unauthorized use of your credit card, you must notify your credit card provider in accordance with its reporting rules and procedures.

Our company strictly protects the security of your personal information and honors your choices for its intended use. We carefully protect your data from loss, misuse, unauthorized access or disclosure, alteration, or destruction.

Your personal information is never shared outside the company without your permission, except under conditions explained above. Inside the company, data is stored in password-controlled servers with limited access.

You also have a significant role in protecting your information. No one can see or edit your personal information without knowing your user name and password, so do not share these with others.

DIGITAL PAYMENTS

When you join us, you provide us with your contact information, including an email address. We use this information to send you updates about your account as well as any payment due. When selecting to make an online payment, we ask for your credit card number and billing address. We use this information only to bill you for services received and billed for by your healthcare provider. With your authorization, we can save your billing information should you want to pay with this card again. However, we don't save this information without your permission.

We do not issue refunds for online bill payments made through this site once the payment has been completed by yourself. Should you experience any issues with making a payment, we recommend that you contact us immediately by calling the telephone number on your statement.

NOTICE TO PARENTS

Parents or guardians: we want to help you guard your children's privacy. We encourage you to talk to your children about safe and responsible use of their Personal Information while using the Internet.

This site does not publish content that is targeted to children.

ENFORCEMENT

If for some reason you believe our company has not adhered to these principles, please notify us immediately. We will do our best to determine and correct the problem promptly.

YOUR CONSENT

By using our SmartPortal, you consent to the collection and use of the information you provide to us as outlined in this Privacy Policy. We may change this Privacy Policy from time to time and without notice. If we change our Privacy Policy, we will publish those changes on this page.

If you have any additional questions, please let us know. We keep our customers' data secret, not our privacy and security procedures.

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