

January 2018

Welcome to Pacifico Therapy's website. We appreciate your interest in us and hope to make your online experience beneficial and secure. Your privacy is very important to us and we will make every reasonable effort to safeguard any information we collect. This Privacy Policy is a part of and incorporated into the Terms of Use Agreement applicable to the Site ("Terms of Use"), which may be amended from time to time, and any terms capitalized herein but not defined shall have the meanings assigned to such terms in the Terms of Use. By visiting or using the Site, you agree to accept the practices described in this Privacy Statement. If You do not agree to the terms of this Privacy Policy, please do not use the Site. Each time You use the Site, you should check the date of this Privacy Policy (which appears above) and review any changes that have been made since your last visit to the Site.

Personal Information / Privacy Protection Policy:

Pacifico Therapy maintains policies that protect the confidentiality of personal information, including patient information, obtained from its clients in the course of its regular business functions. Pacifico Therapy is committed to protecting information about its customers and associates, especially the confidential nature of their Personal Information.

Pacifico Therapy will not use or share personal information with anyone outside the company except when permitted or required by federal and state law, the Terms of Use or the applicable License Agreement. Pacifico Therapy does/may gather the following types of information:

1. Information You may provide to us. We collect "Personal Information" that is provided by the users of our Site. "Personal Information" includes any information You have provided in connection with your use of the Site. Personal Information is collected when You establish an account with us, or when You communicate with us about the Site.
2. Information from Your visits to the Site. Through the use of cookies and "web beacons," Pacifico Therapy may collect and analyze the IP address used to connect Your computer to the Internet; computer and connection information such as Your browser type and version; operating system and platform; purchase history; record data about visits to or transactions made on the Site; confirmation when You open email that we send you; and the URLs which lead You to and

around the website including the date and time. You can generally set Your browser to reject cookies or to notify You when You are sent a cookie. Software is also available from third parties which will allow You to visit the website without providing this information. We may use this data to analyze trends and statistics to improve your online experience or our customer service.

#### HIPAA Notice of Privacy Practices:

The Health Insurance Portability and Accountability Act of 1996 (HIPAA) Privacy Rule allows clients the right to receive a notice that describes how individual health information may be used and/or disclosed and how to acquire access to this information. Pacifico Therapy is fully committed to the spirit and letter of the Health Insurance Portability and Accountability Act of 1996 (HIPAA), including but not limited to the Privacy Rule that was issued pursuant to HIPAA. A major provision of the Privacy Rule is to safeguard sensitive, personal information. This information is referred to as Protected Health Information (PHI), and includes individually identifiable health care and demographic data.

#### Linking to Other Sites:

From time to time we will provide links to websites not owned or controlled by Pacifico Therapy. We do this because we think this information might be of interest or use to You. While we do our best to ensure Your privacy, we cannot be responsible for the privacy practices of other sites. A link to a non-Pacifico Therapy website does not constitute or imply endorsement by or affiliated with Pacifico Therapy. Additionally, we cannot guarantee Your privacy, or the quality or accuracy of information presented on non-Pacifico Therapy websites. Use or submission of data to such sites shall be at Your sole risk. We encourage You to review the privacy practices of any website You visit.

#### Use of electronic mail:

Pacifico Therapy may provide email links through our mobile channel to further facilitate communication between us and You. Information collected through electronic mail may be shared with our customer service department, employees or third parties that perform services on our behalf. Unless otherwise noted, electronic mail through our mobile channel is not a completely secure and confidential means of communication. Non-encrypted electronic communications may be accessed and viewed by other Internet users without your knowledge and permission while in transit to us.

#### Use of Information Collected by Us:

Pacifico Therapy uses the information we collect in an effort to improve Your experience on the Site, to provide services to You and to communicate with You about information that You request. We may also use this information to help us target specific offers to You and to help us develop and improve our Site.

#### Sharing of Information with Third Parties:

Pacifico Therapy will not sell or otherwise disclose your Personal Information to unrelated third parties without Your consent, except as stated in this Privacy Policy.

#### Aggregated De-Identified Information:

Pacifico Therapy may provide aggregated information related to Your Personal Information to some of our business partners. This information is used in a collective manner and does not identify You individually in any way. In addition, as set forth in the Terms of Use for the Site, Pacifico Therapy may, subject to the limitations set out in the Terms of Use, use certain de-identified PHI.

#### Law Enforcement and Protection of Users and the Site:

Pacifico Therapy will, to the extent permitted or required by law, disclose Personal Information to government authorities or third parties pursuant to a legal request, subpoena or other legal process. Pacifico Therapy may also use or disclose Your information as permitted by law to perform charge verifications, apply or enforce the Site's Terms of Use, or protect Pacifico Therapy's rights, interests, or property as well as those of our affiliates, clients, or website users. Following disclosure to any third party, Your Personal Information may be accessible by others to the extent permitted or required by applicable law.