

## West Point Physical Therapy Center, Inc. Privacy Policy

### Our contact details:

Name: Amber Timmons-Marzocchetti  
Address: 1115 W. AVE M14 Palmdale, CA 93551  
Phone Number: 661-265-0060 ext 102  
E-mail: office\_manager@westpointpt.com  
This policy was last updated on Jan 2024

This privacy policy will outline how West Point Physical Therapy Center Inc. uses and protects the data you provide to us when you visit our website.

We reserve the right to change this policy at any given time, upon which which you will be promptly updated. If you want to ensure that you are up to date with the latest changes, we recommend you to visit this page frequently.

### What User Data We Collect

When you visit the website, we may collect the following data:

- Your IP address.
- Your contact information.
- Device, Internet and Network Activity Information.
- Data profile regarding your online behavior on our website.

### Why We Collect Your Data

We may be collecting your data for several reasons:

- To better understand your needs.
- To improve our services and products.
- To customize our website according to your online behavior and personal preferences.
- To comply with our obligations, administer our websites and services, and for internal operations.

### Sources from which we collect personal information

We and our vendors collect personal information about you from various sources, directly and indirectly, including **from the following sources:**

- We collect personal information directly from you.
- We collect personal information from your devices.
- We receive personal information from vendors we hire to work on our behalf.
- We receive information about you from other sources.
- We combine information.

### Safeguarding and Securing the Data

West Point Physical Therapy Center, Inc. is committed to securing your data and keeping it confidential. West Point Physical Therapy Center, Inc. has done all in its power to prevent data theft, unauthorized access to help us safeguard all the information we collect online.

### **We share personal information with other parties**

We may share each category of personal information within West Point Physical Therapy Center, Inc. and its network.

- We may share personal information with our network providers.
- We share your personal information with vendors and service providers who perform services on our behalf.
- We share your personal information with our business partners and for marketing purposes.
- We will share your personal information for safety and security purposes, if we think we have to in order to comply with the law, or to protect ourselves, our customers and others.
- We may share your personal information with a successor to all or part of our business.
- We may share personal information for other reasons we may describe to you from time to time or as permitted or required by law.

### **Medical Services, Advice, and Information**

Our Site(s) are intended to foster enhanced communications. The Site(s) do not provide professional medical advice, diagnosis, or treatment.

West Point Physical Therapy Center, Inc. is not responsible for health-related information provided through the Site(s) that comes from independent providers, such as medical professionals and organizations, including answers to any health-related question you may submit through the Site(s). Any information that West Point Physical Therapy Center, Inc. itself may provide in connection with the Site(s) is for informational purposes only, and is not intended as a substitute for, nor does it replace, professional medical advice, diagnosis, or treatment. Nothing stated or posted on the Site(s) more generally by West Point Physical Therapy Center, Inc. is intended to be, and must not be taken to be, the practice of medicine, or other professional healthcare advice, or the provision of medical care.

Do not disregard, avoid or delay obtaining medical advice from a qualified healthcare provider. Do not use the Site(s) for medical emergency needs. If you experience a medical emergency, immediately call a health care professional and 911. Your use of information provided through the Site is solely at your own risk.

No licensed medical professional/patient relationship is created by using information provided by, or through the use of, the Site(s).

### **Your California Privacy Rights**

If you reside in California, you have the right to ask us one time each year if we have shared personal information with third parties for their direct marketing purposes. To make a request, please submit your request in writing by email to [office\\_manager@westpointpt.com](mailto:office_manager@westpointpt.com) or by mail to West Point Physical Therapy Center, Inc. 1115 W. AVE M14 Palmdale, CA 93551. Please include the statement "California Shine the Light" in the subject line of your e-mail or in the header of your mailed letter.

If you reside in California, you can make the following more specific requests with respect to your personal information:

- **Access** – You can request that we disclose to you the categories of personal information we collected about you, the categories of sources from which we collected the personal information, the categories of personal information we sold or disclosed, our business or commercial purpose for collecting and selling the personal information, the categories of third parties with whom we shared the personal information, and the specific pieces of personal information we collected about you over the past 12 months.
- **Deletion** – You can request that we delete your personal information that we maintain about you, subject to certain exceptions.
- **Do Not Sell My Personal Information** – West Point Physical Therapy Center, Inc. does not sell your personal information.

West Point Physical Therapy Center, Inc. will not discriminate against you because you made any of these requests.

California residents can make these requests by emailing us at [office\\_manager@westpointpt.com](mailto:office_manager@westpointpt.com), or by calling us at 661-265-0060 ext 102. We may deny certain requests, or fulfill a request only in part, based on our legal rights and obligations. For example, we may retain personal information as permitted by law, such as for tax or other record keeping purposes, to maintain an active account, and to process transactions and facilitate customer requests. Except as otherwise provided by applicable California law, note that for purposes of these requests under this Section, “personal information” does not include health information that is protected by HIPAA or the California Confidentiality of Medical Information Act, information about West Point Physical Therapy, Inc. employees, or about employees and other representatives of third-party entities we may interact with in a business capacity. For information about your rights with respect to medical and health information, please review the Notice of Privacy Practices.

We will take reasonable steps to verify your identity prior to responding to your requests. The verification steps may vary depending on the sensitivity of the personal information and whether you have an account with us.

California residents may designate an authorized agent to make a request on their behalf. When submitting the request, please ensure the authorized agent is identified as an authorized agent.

For purposes of California residents making these requests, please also note the following regarding how we collect, use, and share your personal information as described in this Privacy Policy, including in the previous 12 months:

- We may collect, use, and disclose, for our business and commercial purposes, categories of personal information as set forth in applicable California law, including: Identifiers; payment and customer records information; characteristics of protected classifications under California or federal law (such as demographic information like age); commercial information; professional or employment information; internet or other electronic network activity information; geolocation data; audio, electronic, and visual information; and inferences.

- We collect and use these categories of personal information for the business and commercial purposes described in Why We Collect Your Data Section of this Privacy Policy.
- We collect these categories of personal information from the sources described What User Data We Collect above.
- We may disclose each of the foregoing categories of personal information for the business and commercial purposes described in this Privacy Policy to the extent permitted by applicable law to the categories of third parties as listed in We Share Personal Information With Other Parties of this Privacy Policy.

From time to time, we may collect personal information, such as email addresses, in connection with a promotion, offer or discount. Our offers and incentives generally reflect the value of the relationships that we have with the individuals who participate in these programs. Participation in these programs is voluntary and you may withdraw at any time by emailing us at [office\\_manager@westpointpt.com](mailto:office_manager@westpointpt.com), or by calling us at 661-265-0060 ext 102.

### **Our Site(s) are not intended for children**

The Site(s) are meant for adults. We do not knowingly collect personal information from children under 18. If you are a parent or legal guardian and think your child has given us information, you can contact us at [office\\_manager@westpointpt.com](mailto:office_manager@westpointpt.com).

### **Security**

The Internet is not 100% secure. We cannot promise that your use of our Site(s) will be completely safe. Any transmission of your data to our Site(s) is at your own risk. We encourage you to use caution when using the Internet. We keep personal information as long as it is necessary or relevant for the practices described in this Privacy Policy, including, for example, for legal compliance, dispute resolution, contract enforcement, backup, archival, and other internal operations purposes. We also keep information as otherwise required by law. Personal information may be accessed by persons within our organization, or our third party vendors, and those other parties described in this Privacy Policy, including those who require such access to carry out the purposes described in this Privacy Policy, and such other purposes as permitted or required by applicable law.

### **Our Cookie Policy**

Once you agree to allow our website to use cookies, you also agree to use the data it collects regarding your online behavior (analyze web traffic, web pages you visit and spend the most time on).

The data we collect by using cookies is used to customize our website to your needs. After we use the data for statistical analysis, the data is completely removed from our systems.

Please note that the cookies don't allow us to gain control of your computer in any way. They are strictly used to monitor which pages you find useful and which you do not so that we can provide a better experience for you.

If you want to disable cookies, you can do it by accessing the settings of your Internet browser. You can visit [internetcookies.com](http://internetcookies.com), which contains comprehensive information on how to do this on a wide variety of browsers and devices.

## **We process and store information in the United States**

Information we collect may be transferred to, processed in, or stored in the United States. Our Site(s) are subject to U.S. laws, which may not afford the same level protection as those in your country.

## **Links to Other Websites**

Our website contains links that lead to other websites. If you click on these links West Point Physical Therapy Center Inc is not held responsible for your data and privacy protection. Visiting those websites is not governed by this privacy policy agreement. Make sure to read the privacy policy documentation of the website you go to from our website.

## **Share Buttons**

This website includes share buttons which enable you to share pages or other content from this site to the following third party services: Instagram, Facebook, LinkedIn. If you click a share button, these third parties may receive your personal data.

Please be aware that we are not responsible for the content or privacy practices of such other websites or online services, and we encourage you to be aware when you leave our Sites and to read the privacy policies of any such third party that may collect your personal information, since their privacy practices may differ from ours.

## **Restricting the Collection of your Personal Data**

At some point, you might wish to restrict the use and collection of your personal data. You can achieve this by doing the following:

Contact us via e-mail at [office\\_manager@westpointpt.com](mailto:office_manager@westpointpt.com) and we will be more than happy to change this for you.

West Point physical therapy Inc. Will not lease, sell or distribute your personal information to any third parties, unless we have your permission. We may do so if the law forces us.

## **We may update this Privacy Policy**

From time to time, we may change this Privacy Policy. We will notify you of any material changes to our Privacy Policy to the extent required by law. We will post an updated copy on our Site(s). Please check our Site(s) periodically for updates. Your continued use of our Site(s) means that you consent to the collection, use, and disclosure of your personal information as set out in the updated Privacy Policy.