



## PRIVACY POLICY

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Company, as identified as the owner of this website, (referred to as "**us**", "**Company**" or "**we**") provides this website ("**Website**"). This Privacy Policy discloses the privacy practices for use of this Website. Company, as the provider of the Website, is committed to protecting your privacy online. Please read the information below to learn the following regarding your use of this Website. You are referred to as "you" or the "user".

You acknowledge that this Privacy Policy is part of our Website Terms of Use, and by accessing or using our Website, you agree to be bound by all of its terms and conditions. If you do not agree to these terms, please do not access or use this Website. Like the Terms of Use, parts of this Website may include more specific or applicable Privacy Policies which will supersede this Privacy Policy to the extent this Privacy Policy conflicts with, or does not address the topics in the specific policy applicable to the services at issue.

We reserve the right to change this Privacy Policy at any time. Check back to see changes. Such changes, modifications, additions or deletions shall be effective immediately upon posting the revised Policy on this page. You acknowledge and agree that it is your responsibility to review this Website and this Policy periodically and to be aware of any modifications. Your continued use of the Website after such modifications will constitute your: (a) acknowledgment of the modified Policy; and (b) agreement to abide and be bound by the modified Policy.

### 1. **Types of Information Collected**

In order to better provide you with access to our Website, we collect two types of information about our users: **Personally Identifiable Information** and **Non-Personally Identifiable Information**. Our primary goal in collecting information from you is to provide you with a smooth, efficient, and customized experience while using our Website.

Personally Identifiable Information refers to information that lets us know the specifics of who you are.



When you engage in certain activities on this Website, such as submitting content and/or posting content in discussion forums or other public areas, filling out a survey, or sending us feedback, we may ask you to provide certain information about yourself by filling out and submitting an online form. It is completely optional for you to elect to engage in these activities; however, we may ask that you provide us personal information, such as your first and last name, mailing address (including zip code), E-mail address, telephone numbers, and other personal identifying information. Depending upon the activity, some of the information we ask you to provide is identified as mandatory and some as voluntary. If you do not provide the mandatory data with respect to a particular activity, you will not be able to engage in that activity.

Non-Personally Identifiable Information refers to information that does not by itself identify a specific individual. We gather certain information about you based upon where you visit on our Website in several ways. This information is compiled and analyzed on both a personal and an aggregated basis. This information may include the Website's Uniform Resource Locator ("**URL**") that you just came from, which URL you next go to, what browser you are using, and your Internet Protocol ("**IP**") address. A URL is the global address of documents and other resources on the World Wide Web. An IP address is an identifier for a computer or device on a Transmission Control Protocol/Internet Protocol ("**TCP/IP**") network, such as the World Wide Web. Networks like the internet use the TCP/IP protocol to route information based on the IP address of the destination. In other words, an IP address is a number that is automatically assigned to your computer whenever you are surfing the web, allowing web servers to locate and identify your computer. Computers require IP addresses in order for users to communicate on the Internet.

## **2. Collection Methods and Use of Information**

We do not collect any Personally Identifiable Information about you unless you voluntarily provide it to us. You provide certain Personally Identifiable Information to us through the Website when you: (a) sign up for special offers from selected third parties; or (b) send E-mail messages, submit forms, or transmit other information by telephone or letter to the contact information shown on the Website. We will use such information to provide our business services, the Website, and to do our own marketing, including, newsletters, text messages, or other interactions from us. Our marketing efforts may involve the use of third party service providers, programs, or cloud based systems to whom we may provide your Personally Identifiable Information as a part of utilizing their systems or services for our purposes.

In addition, we may also collect, or our third-party ad provider and/or content provider may collect, certain Non-Personally Identifiable Information. This information is ultimately stored in the form of store categories, and, in some cases, specific URLs. We use your IP address to diagnose problems with our servers, and software, to administer our Website, and to gather demographic information. Third-party ad servers may also provide us with summary, but not individual, reports that will tell us how many ads were presented and clicked upon at our Website. We will not provide your Personally Identifiable Information or information about your purchases to third party ad providers. We and any third party ad provider will collect and use Non-Personally Identifiable Information about you, such as your IP address, browser type, the server your computer is logged onto, the area code and zip code associated with your server and whether you responded to a particular ad. Other advertisers may also place banner ads on our Website in the same manner as above, but we will not disclose any Personally Identifiable Information to them.

We will primarily use your Personally Identifiable Information to engage with you directly or through our approved third party partner firms utilized to deliver the service you have inquired about. We may also



use the information to enhance the operation of our Website, fill orders, improve our marketing and promotional efforts, statistically analyze Website use, improve our product and service offerings, or customize our Website's content, layout, and services. We may use Personally Identifiable Information to deliver information to you and to contact you regarding administrative notices, newsletters, or to provide reviews of our services. We may also use Personally Identifiable Information to resolve disputes, troubleshoot problems and enforce our agreements with you, including our Website Terms of Use, and this Privacy Policy.

### **3. Release of Information**

It is important that you take steps to protect your PHI or confidential information. We do not want your PHI or confidential information submitted to us through this Website, and we request that you do not submit such information to us through the Website. If you need to provide us with PHI or confidential information, or you have inquiries about your case, matter, or situation, please contact one of our approved third party audiology partners listed on this website to engage in person or speak them utilizing the phone number(s) listed.

We will not sell, trade, or rent to others your Personally Identifiable Information which we collect. You may have the opportunity to provide your Personally Identifiable Information to third parties through our Website in order to obtain their services. We will encourage such service partners to adopt and post privacy policies. However, the use of your Personally Identifiable Information by third parties, including our service partners is governed by the privacy policies of those persons, and is not subject to our control.

Occasionally we may be required by law enforcement or judicial authorities to provide Personally Identifiable Information to governmental authorities. We will disclose Personally Identifiable Information upon receipt of a court order, subpoena, or to cooperate with a law enforcement investigation. We fully cooperate with law enforcement agencies in identifying those who use our Website for illegal activities. We reserve the right to report to law enforcement agencies any activities that we believe in good faith to be unlawful.

We may also provide Non-Personally Identifiable Information about your traffic patterns and related Website use information to third party advertisers or our marketing team.

THE HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT OF 1996 (HIPAA) PROVIDES SPECIFIC FEDERAL PROTECTIONS FOR CERTAIN OF YOUR HEALTH INFORMATION YOU PROVIDE FOR TREATMENT, OPERATION, OR PAYMENT, REFERRED TO AS PROTECTED HEALTH INFORMATION (PHI). WE DO NOT WANT YOU TO PROVIDE ANY PHI TO US THROUGH THIS WEBSITE AND THEREFORE REQUEST THAT YOU NOT PROVIDE ANY SUCH PHI TO US THROUGH THE WEBSITE, BUT INSTEAD CONTACT US BY PHONE OR IN PERSON IF YOU NEED TO COMMUNICATE SUCH INFORMATION TO US.

Because we do not collect or request PHI through the Website, we also do not provide such information to any third parties. PHI that you provide to our approved third-party audiology partners in person or in the office is governed by the HIPAA release and notices which you will receive in their office(s).

### **4. Updating and Correcting Information**

We believe you should have the ability to access and edit the Personally Identifiable Information that you



have provided to us. You may also access and correct your personal information and privacy preferences by writing us at the address provided on this Website. Please include your full name your primary method of contact when you contact us.

We encourage you to promptly update your Personally Identifiable Information if it changes. You may ask to have the information we have for you deleted or removed; however, because we keep track of past transactions, you cannot delete information associated with past transactions or activities on this Website. In addition, we will keep information in backups for system maintenance and integrity and will not delete information from them separately from our data management process. However, such copies will not be accessed or used in the ordinary course.

## **5. User Choices on Collection and Use of Information**

Only the Company (or agents working on behalf of Company and under confidentiality agreements) will send you direct mailings and only if we ask for your permissions and you indicated that you do not object to these offers. If you do not want to receive such mailings, simply tell us when you give us your personal information.

You also have choices with respect to cookies, as described below. By modifying your browser preferences, you have the choice to accept all cookies, to be notified when a cookie is set, or to reject all cookies. If you choose to reject all cookies some parts of our Website may not work properly in your case.

## **6. Cookies**

When you use our Website, we will store cookies on your computer in order to facilitate and customize your use of our Website. A cookie is a small data text file, which a Website stores on your computer's hard drive (if your Web browser permits) that can later be retrieved to identify you to us. Our cookies store randomly assigned user identification numbers, the country where you are located, and your first name to welcome you back to our Website. The cookies make your use of the Website easier, make the Website run more smoothly and help us to maintain a secure Website. You are always free to decline our cookies if your browser permits, but some parts of our Website may not work properly in that case.

We may use an outside ad company to display banner advertisements on our Website. As part of their service, the ad company will place a separate cookie on your computer. Additionally, other companies which place advertising on our Website may collect information about you when you view or click on their advertising through the use of cookies. We cannot control this collection of information. You should contact these advertisers directly if you have any questions about their use of the information that they collect.

## **7. Analytics**

This Website may use a program such as Google Analytics to track visitors to this Website. The program primarily helps measure how users interact with the Website content. The program may store information about what pages you visit, how long you are on the Website, how you got here and what links you click on. This analytics data is collected via a JavaScript or similar programming language tag located on the pages of this Website and is not tied in any way to any Personally Identifiable Information.

The information generated about your use of the Website including your IP address may be transmitted to the third party analytics provider. The information is then used to evaluate visitor interactions with this



Website and to compile reports on Website traffic activity for the Website. Neither Company nor its third party analytics provider will ever link or seek to link Personally Identifiable Information provided by you to the Site to the data collected by it.

If you would like to opt out of the analytics program, contact us to discuss the options, if any.

## **8. Privacy Policies of Third Party Sites & Third Party Users**

Except as otherwise discussed in this Privacy Policy, this document only addresses the use and disclosure of information we collect from you. Other sites accessible through our Website have their own privacy policies and data collection, use and disclosure practices. Please consult each website's privacy policy. We are not responsible for the policies or practices of third parties.

You should also be aware that when Personally Identifiable Information is voluntarily disclosed (i.e. your name, E-mail address, etc.) in the discussion forums or other public areas on this Website, if any, that information, along with any information disclosed in your communication, can be collected and used by third parties and may result in unsolicited messages from third parties. Such activities are beyond our control and this Policy does not apply to such information. Any submissions to chat rooms or other public areas on this Website, if any, are accepted with the understanding that they are accessible to all third parties. If you do not want your comments to be viewed by third parties, you are advised not to make any submissions. Ultimately, you are solely responsible for maintaining the secrecy of your passwords and account information.

## **9. Privacy Policy for Children**

This Website is intended for adults 18 years of age and older. Our policy is that we do not knowingly collect, use, or disclose Personally Identifiable Information about visitors that are under 18 years of age. We may offer this Website for people of all ages; however, any use of this Website by a minor must be under the strict supervision of that child's parent, legal guardian, or other adult. We reserve the right to refuse service, terminate accounts, terminate your rights to use our Website, or remove or edit content in our sole discretion.

**In compliance with the U.S. Children's Online Privacy Protection Act (COPPA), our services and products are not directed to users under 13 years of age unless accessed under the careful supervision and consent of a parent or legal guardian. Any use by someone under this age is strictly prohibited and will be terminated immediately upon discovery. Further, any personally identifiable information provided by someone under 13 or that identifies someone under this age, will be deleted immediately upon discovery if in violation of this restriction.**

## **10. Healthcare Disclaimer**

The information presented on our Website is not intended to be medical advice and should not be relied upon as such. If you suspect a healing problem, or other medically related issue, we strongly urge you to consult with a qualified physician or hearing professional.

## **11. Miscellaneous Privacy Issues**

This Website may have other features that are not mentioned under these privacy policies that may use



certain information you provide us. Such features will have policies and procedures that describe the use and protection of that information which will supersede only those terms or provisions in this policy that conflict with the more specific policies and procedures.

If you chose to provide us with PHI or confidential information through the Website, such information will be treated as public information and will not be maintained as confidential.

## **12. Legal Compliance**

By accessing or using our Website or otherwise providing information to us, you consent to the processing and transfer of information in and to the UK Limited Company and any associated U.S. Company as governed by the laws of the state in which we operate and conduct business.

The Company will disclose any details or information, without notification to customers or users, if required to do so by federal, state, or local law, or to safeguard the rights or property of the Company; and, under vital circumstances, to protect the individual safety and security of the Company's customers and employees.

If you have any questions about this Privacy Policy, the practices of this Website, or your dealings with this Website, please contact us by sending a letter to us at the address shown on this website.

You may also contact us by E-mail.