

PRIVACY POLICY

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally identifiable information' (PII) is being used online. PII, as used in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

What personal information do we collect from the people that visit our website or blog?

When requesting information on our site you may be asked to enter your name, email address, phone number or other details to help you with your experience.

When do we collect information?

We collect information from you when you fill out a form or enter information on our site.

How do we use your information?

We may use the information we collect from you when you request information or use certain other site features in the following ways:

- To allow us to better service you in responding to your customer service requests.
- To administer a contest, promotion, survey or other site feature.
- To send emails regarding your interests or other products and services.

How do we protect visitor information?

We do not use vulnerability scanning and/or scanning to PCI standards.

We use regular Malware Scanning.

We do not use an SSL certificate. We do not need an SSL because we only provide articles and information. We never ask for sensitive information like credit card numbers.

Do we use 'cookies'?

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We may also use trusted third-party services that track this information on our behalf.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.

If you disable cookies it won't affect your experience using our website.

Third-Party Disclosure

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information unless we provide users with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or servicing our users, so long as those parties agree to keep this information confidential. We may also release information when its release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Third-party links

Occasionally, at our discretion, we may include or offer third-party products or services on our website. These third-party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

Google

We use Google AdWords Remarketing to advertise (**COMPANY NAME**) across the Internet, in particular on the Google Display Network.

AdWords remarketing will display ads to you based on what parts of the (**COMPANY NAME**) website you have viewed by placing a cookie on your web browser.

This cookie does not in any way identify you or give access to your computer or mobile device.

The cookie is used to indicate to other websites that *"This person visited a particular page, so show them ads relating to that page."*

Google AdWords Remarketing allows us to tailor our marketing to better suit your needs and only display ads that are relevant to you.

If you do not wish to see ads from **Peterson Physical Therapy** you can opt out in several ways:

1. Opt out of Google's use of cookies by visiting Google's [Ads Settings](#).
2. Opt out of a third-party vendor's use of cookies by visiting the [Network Advertising Initiative opt-out page](#).

We along with third-party vendors, such as Google use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party

identifiers together to compile data regarding user interactions with ad impressions and other ad service functions as they relate to our website.

COPPA (Children Online Privacy Protection Act)

When it comes to the collection of personal information from children under 13, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, the nation's consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under 13.

CAN SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to send you information about our services.

To be in accordance with CANSPAM we agree to the following:

If at any time you would like to unsubscribe from receiving future emails, you can email us at **frontdeskpetersonPT@gmail.com** and we will promptly remove you from all correspondence.

Contacting Us

If there are any questions regarding this privacy policy you may contact us using the information below.

Peterson Physical Therapy

P.O. Box 102 La Plata, MD 20646

PHONE: 301-539-3807

Email: frontdeskpetersonPT@gmail.com

Last Edited on **6/5/19**