

Privacy Policy

Last revised: 6/25/2021

1. INTRODUCTION

“Company” shall mean Rural Urgent Care, LLC and it’s parent companies, subsidiaries, and affiliates. In North Carolina “Company” shall also collectively include MainStreet and KidsStreet of North Carolina, PLCC, in addition to above.

Note that if you have executed our Terms and Conditions or HIPAA Authorization documents there maybe conflicts between this documents and those documents. In such case, by use of our website, services, or products you agree the Terms and Conditions or HIPAA Authorization documents documents and their provisions on conflicts will prevail. If you have a patient portal account, you will have executed a Terms of Use document for the patient portal, in such case that document’s provisions for conflicts shall control in the event of a conflict with this document.

Purpose. The purpose of this Privacy Policy is to describe how the Company collects, uses and shares information about you through our online interfaces (e.g., websites and mobile applications) owned and controlled by us, including www.mainstreetfamilycare.com and www.kidsstreeturgetncare.com and www.registerme.site (collectively referred to herein as the “Site”). Please read this notice carefully to understand what we do. If you do not understand any aspects of our Privacy Policy, please feel free to Contact Us as described at the end of this Policy.

Our Privacy Policy explains:

Information That We Collect

How We Use and Share Your Information

Access to Your Information and Choices

Security of Your Information

Consent to Processing of Personal Data in United States

Changes to Our Privacy Policy

Questions and How Contact Us

Scope; Third Party Sites. This Privacy Policy applies only to information we collect at and through the Site and our online properties, products, and online services. Our Site also contains links to third party sites that are not owned or controlled by the Company. Please be

aware that we are not responsible for the privacy practices of such other sites. We encourage you to be aware when you leave our Site and to read the privacy statements of each and every website that collects personal information.

Other Privacy Policies. For information about how the Company collects, uses and shares your health and medical information, please refer to the appropriate Notice of Privacy Practices.

Other Terms. Please note that your use of our Site, our Clinics, and our Services is also subject to our Terms of Use and, if you are doing a visit (at a clinic or virtual) with us, our Terms and Conditions and HIPAA Authorization.

2. INFORMATION THAT WE COLLECT

Information You Provide to Us

We collect information you provide to us, for example when you create or modify your account, register to use our Site, purchase products or services from us, request information from us, contact customer support, or otherwise communicate with us. This information may include your name; address; billing address; shipping address; email address; telephone number; credit card, debit card number or bank account number (solely for payment purposes); date of birth; Social Security number; driver's license number; health information and medical history; racial or ethnic origin; sexual orientation or preferences; and other information you choose to submit to us. If you are doing a visit (in person or virtual) with us and have registered online for the visit, you are also subject to the Terms and Conditions and HIPAA Authorization you agree to as part of that process. If you are subject to those terms, be sure to read them carefully as they also contain information on our privacy policies and your privacy rights.

Cookies; Information We Collect Automatically Through Your Use of our Site or electronic tools

We and our service providers use cookies, web beacons, and other technologies to receive and store certain types of information whenever you interact with our Site through your computer or mobile device. A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the Site again, the cookie allows the Site to recognize your browser. Cookies may store unique identifiers, user preferences and other information. You can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some Site features or services may not function properly without cookies. We use cookies to improve the quality of our service, including for storing user preferences, and tracking user trends. We may also use your location data, Bluetooth and wifi data and beacons, mobile or device identifiers, signals, and other information we can collect.

No Information from Children Under Age 13

If you are under the age of 13, please do not attempt to register with us at our Site or provide any personal information about yourself to us in any other way. If we learn that we have collected personal information from a child under the age of 13 for other than reason appropriate to the provision of our services (such as Medical), we will promptly delete that information. If you believe we have collected personal information from a child under the age of 13, please Contact Us as given below or call us at 256-854-9989.

HOW WE USE AND SHARE YOUR INFORMATION

To Provide Products, Services, and Information. We collect information from you in order to provide the services available through our Site, including the facilitation of the delivery of services; register and service your online account; provide information that you request from us; contact you about your orders; process credit card and debit card transactions; and send you promotional materials or advertisements about our products and services, as well as new features and offerings.

Sharing with Third Parties. We may provide information to third party service providers that help us operate and manage our Site, process orders, and fulfill and deliver products and services that you purchase from us. These service providers will have access to your personal information in order to provide these services.

Your Consent. In addition to the sharing described elsewhere in this Policy, we will share, and potentially sell, your personal information with companies, organizations or individuals outside of the Company and you are providing us your consent to do so.

Legal Proceedings. We will share personal information with third party companies, organizations or individuals outside of the Company if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:

- Meet any applicable law, regulation, subpoena, legal process or enforceable governmental request.
- Enforce applicable Terms of Use, including investigation of potential violations.
- Detect, prevent, or otherwise address fraud, security or technical issues.
- Protect against harm to the rights, property or safety of the Company, our users, customers or the public as required or permitted by law.

Transfer in the Event of Sale or Change of Control. If the ownership of all or substantially all of our business changes or we otherwise transfer assets relating to our business or the Site to a third party, such as by merger, acquisition, bankruptcy proceeding or otherwise, we may transfer or sell your personal information to the new owner.

3. ACCESS TO YOUR INFORMATION AND CHOICES

You can access certain information we have relating to your online account by signing into your account (if you have one) and going to the Profile Settings section of your account (if you have one). If you have questions about personal information we have about you or need to update your information, you can Contact Us as given below or call us at 256-854-9989. Expect as you have otherwise agreed in our Terms of Use or Terms and Conditions or HIPAA Authorization, to the extent it is required by law, you can opt-out of receiving marketing and promotional emails from the Company by using the opt-out or unsubscribe feature contained in the emails and texts. You agree that we may call, text, or email you at any time for clinical, operational, and marketing purposes.

4. SECURITY OF YOUR INFORMATION

We use industry standard physical, technical and administrative security measures and safeguards to protect the confidentiality and security of your personal information. However, since the Internet is not a 100% secure environment, we cannot guarantee, ensure, or warrant the security of any information you transmit to us. There is no guarantee that information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. It is your responsibility to protect the security of your login information. Please note that emails and other communications you send to us through our Site are not encrypted, and we strongly advise you not to communicate any confidential information through these means.

5. CONSENT TO PROCESSING OF PERSONAL DATA IN UNITED STATES

Our Sites and Services are not intended for and are not directed to residents of the European Union. By using and accessing our Site, users who reside or are located in countries outside of the United States agree and consent to the transfer to and processing of personal information on servers located outside of the country where they reside, and that the protection of such information may be different than required under the laws of their residence or location.

6. CHANGES TO OUR PRIVACY POLICY

Our Privacy Policy may change from time to time. We may reduce your rights under this Privacy Policy without your consent in accordance with applicable law, and by using our Site or Services you agree that we may do so. We will not notice you of any changes. You are expected to review our privacy policy from time to time to stay up to date.

7. QUESTIONS AND HOW TO CONTACT US

If you have any questions, concerns, complaints or suggestions regarding our Privacy Policy or otherwise need to contact us, please Contact Us as given below *or* us at 256-854-9989, or contact us by US postal mail at the following address:

Rural Urgent Care, LLC

1500 1st Ave North, Unit#3
Birmingham AL 35203

In North Carolina ALSO contact

MainStreet and KidsStreet of North Carolina, PLCC
1500 1st Ave North, Unit#3
Birmingham AL 35203