

Website Privacy Policy

Last updated: 1/1/2023

“Company,” “we,” “us,” “Provider,” and “Providers,” and “our” shall mean Rural Urgent Care, LLC and its parent companies, subsidiaries, and affiliates. In North Carolina “Company,” “we,” “us,” and “our” shall also collectively include MainStreet and KidsStreet of North Carolina, PLCC, in addition to Rural Urgent Care, LLC and its parent companies, subsidiaries, and affiliates.

“I,” “you,” and “your” means you, or if you are acting as a legally authorized representative or guardian of another person, it means both yourself and the other person. You represent and warrant that you have the legal authority to act on behalf of any individual for whose benefit you are accessing the Site or our Services. You agree to indemnify us against anything resulting from your misrepresentation or incorrect representation that you have the legal authority to agree to these terms on behalf of the other person.

Note that if you have executed our Terms and Conditions and HIPAA Authorization document there may be differences between this document and the Terms and Conditions and HIPAA Authorization. In such case, by use of our website, services, or products you agree the Terms and Conditions and HIPAA Authorization document and its provisions will control. If you do not agree, you must stop using our Websites.

This policy describes the types of information we may collect from you or that you may provide when you visit or use the websites mainstreetfamilycare.com or kidsstreeturgentcare.com or online registration website or kiosk (collectively, the “**Website**”) and our practices for collecting, using, maintaining, protecting, and disclosing that information. Please also see our Notice of Privacy Practices, available on our MainStreet and KidsStreet website, where applicable. When using our patient portal or your electronic patient account with us, or our sites in connection with your account, the Terms and Conditions and HIPAA Authorization you executed outline important additional information regarding privacy and data.

This policy applies to information we collect:

- Through the Website.
- In email and other electronic messages between you and the Website.
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.

It does not apply to information collected by:

- Any other website operated by the Company or any third party (including our affiliates and subsidiaries); or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Website.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using the Website, you agree to this privacy policy. This policy may change from time to time (see *Changes to Our Privacy Policy*). Your continued use of the Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Children

Our Website is not intended for children, as defined under applicable law. Children may not provide any information to or on the Website. We do not knowingly collect personal information from children. If we learn we have collected or received personal information from a child, we will delete that information. If you believe we might have any information from or about a child, please contact us at the email address identified in the *Contact Information* section.

Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, e-mail address, telephone number, and other identifiers by which you may be contacted online or offline (“**personal information**”); and/or
- About your internet connection, the equipment you use to access our Website, and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the Website. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.
- From third parties, for example, applicant tracking systems, insurance companies, and job websites.

Information You Provide to Us

The information we collect on or through our Website may include, but is not limited to:

- Information that you provide when you schedule or register for a visit, create a Patient Portal account or Patient account, pay your bill or purchase products or Services from us, request information from us, complete a patient intake form, register for raffles, review us, take a survey, or otherwise communicate with us. This information may include your name, email address, cell phone number, home phone number, date of birth, gender, mailing address, primary care doctor, pediatrician, chief complaint, symptoms, emergency contact (including name, phone number, and relationship), password, picture ID, security questions and answers, specific concerns or conditions you would like discussed during your visit, appointment history, employer pin, insurance card and information, account number, payment amount, credit card,

bank account, or other financial information (including name on card, card number, expiration date, security code, zip code, account type, routing number, account number, name on check, and check number), address, billing address, shipping address, Social Security number, location, health information and medical history, racial or ethnic origin, sexual orientation or preferences, information related to whether your visit is work-related, information related to the primary insurance policy holder/party responsible for payment (including name, relationship to the patient, date of birth, gender, social security number, address, telephone number, and email address), information related to individuals to whom you authorize the Company to release your private health information (including name, relationship, and expiration date), signature, information related to how you heard about us, information related to the reason for your visit, driver's license, facial recognition, voice recognition, images of your, recording of your voice, and any other information you choose to submit to us.

- Information that you provide when you access our Wellness Snapshot, create a patient account, complete primary care or wellness surveys, or create a portal account. This information may include your age, race, sex, information related to whether you are or could be pregnant, whether you are trying to get pregnant, the date of your last menstrual cycle, whether you are currently married or in a relationship with a partner or partners, how many times in the last year you have had 4 or more drinks in a day, how often, over the last 2 weeks, you have been bothered by having little interest or pleasure in doing things, how often, over the last 2 weeks, you have been bothered by feeling down, hopeless, or depressed, whether you have smoked 100 or more cigarettes over your entire life, in the last 12 months, whether you have used any tobacco product at all, whether there is a child or children living with you or under your care, whether you or anyone in your family had breast cancer or ovarian cancer, whether you have ever had an abnormal breast biopsy, whether you have ever had treatment involving chest wall radiation, whether you have ever had a mammogram, whether you have or have had gonorrhea, whether you have or have had chlamydia, whether you have or have had syphilis, whether you have or have had herpes, whether you have or have had anal/genital warts or HPV, whether you have or have had viral hepatitis, whether you have been vaccinated for Hepatitis A, whether you have been vaccinated for Hepatitis B, whether you have vaccinated for Hepatitis C, whether you have been tested for HIV/AIDS, whether you have been sexually active in the last year, whether you have ever injected drugs or anything else such as hormones, steroids, or other non-prescription substances, in the last year, whether you have used any recreational drugs, whether you have ever had a blood transfusion, whether you have ever been incarcerated, whether you have ever gotten a tattoo from an unlicensed location, whether you live with someone who has Hepatitis B, whether, when you come in, you would like to specifically request STD testing, if a HIV/AIDS screening is recommended, whether you agree that we may submit if we collect, whether any of your parents, siblings, or children have had colorectal cancer, whether you have inflammatory bowel disease, chronic ulcerate colitis, or Crohn's disease, whether you have a diagnosis of familial adenomatous polyposis, whether you have a diagnosis of hereditary nonpolyposis (Lynch Syndrome) colorectal cancer, whether you have ever had a colonoscopy, whether you have been tested for TB in the last 12 months, whether you are a health professional or work in a healthcare setting, since your last TB test, whether you have had close contact with or regularly cared for someone who has active TB, since your last TB test, whether you have lived or worked in a prison, nursing home, or homeless shelter, since your last TB test, whether you have traveled to places where untreated TB is common, how much you weigh, how tall you are, whether you know what your last blood pressure reading was (and, if yes, your systolic and diastolic readings and the date of your last blood pressure reading), whether you are on medication for high blood pressure, whether you

know what your last cholesterol reading was (and, if yes, your LDL, HDL, total cholesterol, and the date of your last cholesterol reading), whether you are on medication to control your cholesterol, whether you are diabetic, whether you have chronic kidney disease, whether you take low dose aspirin regularly, whether you have ever had a pap smear, and the year of your last pap smear.

- Information related to your visits or calls to our clinics, including images of you, recordings of your voice, your government-issued ID, and your geolocation.
- Information that you provide when you create an account to submit applications for employment with the Company or submit applications for employment. This information may include your username, password, name, address, email address, telephone number, resume, cover letter, answers to qualification questions, gender, race/ethnicity, veteran status, and information related to drug screenings, background checks, and driving records.
- Information that you provide when you refer employment opportunities to your friends. This information may include your name, your friend's name, your friend's email address, and the contents of any messages you send to your friend.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including, but not limited to:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking). See *Choices about How We Use and Disclose Your Information* for information on how we respond to web browser signals and other mechanisms that enable users to exercise choice about behavioral tracking.

The information we collect automatically helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our

Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.

- **Web Beacons.** Pages of our Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related statistics (for example, recording the popularity of certain content on the Website and verifying system and server integrity).

Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications, including advertisements, on the Website are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across devices and different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see *Choices about How We Use and Disclose Your Information*.

Information that We Collect from Third Parties

We may also collect information from third parties, such as applicant tracking systems, job websites, and insurance companies. This information may include your username, password, name, email address, address, telephone number, resume, cover letter, results of testing, gender, race/ethnicity, veteran status, and information related to drug screenings, background checks, and driving records, and other information those entities choose to disclose to us.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us.
- To process payments and insurance claims.
- To determine your location.
- To recognize your image and voice.
- To collect and process applications for employment and refer employment opportunities to friends you identify.
- To fulfill any other purpose for which you provide it.
- To perform advertising and marketing.

- To understand how our visitors use the Website and to improve and optimize their content, function, services, and presentation.
- To maintain the Website and troubleshoot problems.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including any Terms & Conditions and HIPAA Authorization you executed.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- In any other way we may describe when you provide the information.
- As described in any Terms and Conditions and HIPAA Authorization document(s) you have executed with us.
- For any other purpose we deem appropriate or necessary. By using our websites you agree to such. If you do not, stop using our website immediately.

We may also use your information to contact you about our own and third parties' goods and services that may be of interest to you. If you do not want us to use your information in this way, please see *Choices about How We Use and Disclose Your Information*.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- To individuals to whom you have authorized us to disclose your private health information.
- To contractors, service providers, and other third parties we use to support our business, including advertising networks, applicant tracking systems, customer engagement platforms, data analytics providers, insurance companies, marketing automation and text and email communication platforms (we use Mailchimp to send email marketing messages and information collected by tracking technologies, such as cookies and pixels, on the Website may be transferred to MailChimp and Facebook- for more information about how Mailchimp processes your personal information, please visit MailChimp's privacy policy, available at: <https://www.intuit.com/privacy/statement/>), payment processors or collections agencies, social networks (including links to our Facebook, Instagram, Pinterest, and Twitter pages), tag management systems, technology providers (including Vonage (and further including for the use of short code services)), video sharing platforms (including YouTube- for more information about YouTube's collection of information, see Google's privacy policy at: <http://www.google.com/policies/privacy>), and web mapping platforms (our Website may include Google Maps features and content. Google Maps may collect users' IP address, latitude and longitude coordinates, and search terms. For more information, please visit Google's privacy policy, available at: <https://policies.google.com/privacy>).
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by the Company about our Website users is among the assets transferred.

- For any other purpose disclosed by us when you provide the information.
- With your consent.
- As described in any Terms and Conditions and HIPAA Authorization document(s) you have executed with us.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply any Terms and Conditions and HIPAA Authorization document(s) you have executed.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers, or others.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. The Company does not respond to Do-Not-Track signals at this time; however, we have enabled mechanisms to provide you with the following control over your information:

- **Tracking Technologies.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of the Website may then be inaccessible or not function properly.

Google Analytics collects personal data through the Website, including through the use of cookies. For information about how Google Analytics collects and processes data, please visit: <https://policies.google.com/technologies/partner-sites>. To opt out of having your information used by Google Analytics, please visit: <https://tools.google.com/dlpage/gaoptout/>. For more information, please visit Google's privacy policy at: <https://policies.google.com/privacy?hl=en&fg=1>.

Additionally, third parties, including Google, may place and read cookies on your browser, or use web beacons to collect information in connection with ad serving on or through the Website. Our partners will collect personal information for personalization of ads and use cookies for personalized and non-personalized advertising and measurement. Ad serving may be based on users' visits to our Website or other websites on the Internet, and your activity may be tracked over time and across websites. For information about how Google collects, shares, and uses data, please visit: <https://policies.google.com/technologies/partner-sites>. You may opt out of personalized ads from Google by visiting the Google Ads Settings web page at: <http://www.google.com/ads/preferences/>. For more information, please visit Google's privacy policy at: <https://policies.google.com/privacy?hl=en&fg=1>.

We use the Facebook Pixel to analyze user activity on our Website for remarketing and behavioral targeting. The Facebook Pixel is triggered when you perform certain activities on the Website, and aids us in displaying Facebook ads to Facebooks users who have visited our Website, or Facebook users who share certain characteristics with visitors to our Website. Facebook and other third parties may use cookies, web beacons, and other storage technologies

to collect information from the Website and from other Internet websites, and use that information for the purposes of targeting ads and providing measurement services. Facebook may track your activity over time and across websites. For more information about the data Facebook collects, please visit Facebook's data policy at: <https://www.facebook.com/privacy/explanation>. For specific information about Facebook Pixel, please visit: <https://www.facebook.com/business/help/742478679120153?id=1205376682832142>. For more information about ad targeting and exercising your choice to opt out of the collection and use of information for ad targeting, please visit: <https://www.facebook.com/help/568137493302217>, or <http://optout.aboutads.info/?c=2&lang=EN>.

- **Promotional Offers from the Company.** If you do not wish to have your information used by the Company to promote our own or third parties' products or services, you can opt out by sending us a written request to our Notice Address given herein. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions or click "unsubscribe" in the relevant communication.
- **Targeted Advertising.** We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads (including ads served using non-cookie technologies) from members of the NAI on the NAI's website, available at: <https://optout.networkadvertising.org/?c=1>. You can also visit the Digital Advertising Alliance's website, available at <https://youradchoices.com/>, to use its Consumer Choice Tools.

Correcting Your Information

You may send us a written request to our Notice Address given herein to correct any personal information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Data Security and Retention

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

We retain your information for as long as needed: (i) to conduct business with you; (ii) as needed for the purposes outlined in this Privacy Policy; and (iii) as necessary to comply with our legal

obligations, resolve disputes, and enforce any agreements (iv) as given in any Terms and Conditions and HIPAA Authorization document(s) you have executed with us.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page with a notice that the privacy policy has been updated on the home page of the Website. If we make material changes to how we treat our users' personal information, we will notify you in accordance with applicable law. The date the privacy policy was last revised is identified at the end of this policy. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

Contact Information and Notice Address

To ask questions or comment about this privacy policy and our privacy practices, or to send us any notices or written communications as outlined above, contact us at:

Notices
4614 Hwy 280 #1056
Birmingham, AL 35242