Notice of Privacy Practices

Privacy Statement

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Overview

This Privacy Policy ("**Policy**") is designed to help you understand the types of personal information we at Florida Urology Center ("FUC") and its affiliates (collectively **"FUC", "us", "we", or "our"**) collect, how we use it, how and when it may be shared, and the rights and choices you have with respect to your personal information. It also explains how we communicate with you and how you can make requests or submit inquiries to use about your personal information.

By accessing, visiting, or using our Services, you acknowledge this Policy, and to our Terms and Conditions (the "**Terms**"). *If you are not comfortable with any part of this Policy or with the Terms, please immediately discontinue access or use of our Services.*

We may provide additional "just-in-time" disclosures or additional information about our personal information collection, use and sharing practices. These notices may supplement this Policy, clarify our privacy practices in the circumstances described, or provide you with additional choices about how we process your personal information. Also, we may make changes to this Policy from time to time. We will notify you of any material changes to this Policy and will update the Last Revised date at the beginning of this Policy. We encourage you to look for updates and changes to this Policy when you access our Services.

SMS Consent: Your phone number and SMS consent will never be shared or sold to any third party or affiliates for marketing purposes.

This Policy does not apply to the personal information we collect from employees, contractors, job applicants, owners, directors or officers of FUC that are Florida residents.

1. Applicability and Scope

This Policy applies to all personal information that we collect during any written, electronic, and oral communications online when you: interact with our websites located at https://www.floridaurology.com and any other websites, pages, features or content we own or operate (collectively, the "Site(s)"); or interact with other products or services that direct you to this Policy (collectively, the "**Service(s**)").

2. Personal Information We Collect

We may collect certain personal information about you and your use of our Services. The personal information that we collect depends on your interactions with us, and the choices you make. The definition of personal information depends on the applicable law based on your physical location

when we collect your personal information. Only the definition that applies to your physical location will apply to you under this Policy.

Information You Voluntarily Provide to Us. We, or service providers that assist us in providing, maintaining, and operating our Services, may collect the following types of personal information from you:

- **Newsletter Sign-ups**. You may choose to provide us your contact details, such as your name, email address, telephone number, and areas of interest, if you wish to receive information about the products and services that we offer. We may use this information to send you the communications you requested, and other information we believe may be of interest to you
- **Customer Service**. When you engage with our support team via email, online form, phone call or website chat widget, we may collect records, copies of your correspondence (including email addresses), chat history, and any additional information you choose to share with us.
- **Webinar/Event Registration**. We may collect your name, company, position, telephone number and email address when you register to attend a webinar or event hosted by us. We may use this information to register you for the event and contact you about changes and updates regarding the event. We also may use the information to communicate with you about other events and topics that we believe may be of interest to you.

Information We Automatically Collect. To the extent permitted under the applicable law, we may collect certain types of information automatically, such as whenever you interact with the Sites or use the Services. We may collect the following types of information automatically from you:

- **Usage Data**. When you browse our Sites, we automatically collect log data such as your web request, Internet Protocol ("IP") address, browser type, domain names, referring and exit pages and URLs, pages viewed and the order of these page views, the date and time you access our servers, and other diagnostic data.
- **Device Information**. When you use your desktop or mobile devices to access our Services, we may be able to identify your device's unique device identifier, MAC address, operating system, and your mobile device's advertising ID.
- **Location Information**. When you use our Services, we may infer the generic physical location and geographic regions of your device from your Wi-Fi, Bluetooth and other device settings. For example, your IP address may indicate your general geographic region. You may choose not to share your location details with us by adjusting your mobile or desktop device's location services settings. For instructions on changing the relevant settings, please contact your service provider or device manufacturer.

3. How We Use Your Information

We use your personal information as described in this Policy for business and commercial purposes, or as disclosed to you prior to such processing taking place. We may process your personal information:

(a) **To Provide Our Services**. We will use your personal information to provide information or perform Services that you request, such as responding to your inquiries or providing information you request.

(b) **To Provide You with Service-Related Communications**. We will send you administrative related information to keep you updated about the Services. Such communications may include information about Privacy Policy updates, security updates, tips or other relevant Service-related information. Service-related communications are not promotional in nature. You are not able to unsubscribe from such communications, otherwise you may miss important developments relating to the Services.

(c) **To Maintain Legal and Regulatory Compliance**. Our Services are subject to certain laws and regulations which may require us to process your personal information. For example, we process your personal information to fulfill our business obligations, ensure compliance with industry regulators' standard and policies, to manage risk as required under applicable laws and regulations, or to respond to requests by judicial process or governmental agency.

(d) **To Enforce Compliance with Our Terms, Agreements and Policies**. When you access or use our Services, you are bound to our Terms. We may process your personal information for compliance purposes, such as carrying out our obligations and enforcing our Terms or other legal rights, including those arising from any contracts entered into between you and us.

(e) **To Detect and Prevent Fraud and Security Risks.** We may process your personal information to help monitor, prevent and detect fraud and abusive use of our Service, monitor and verify your identity so that unauthorized users do not gain access to your information, enhance system security, and combat spam, malware, malicious activities or other security risks.

(f) **To Provide Customer Support or Respond to You**. We collect any information that you provide to us when you contact us. Without your personal information, we cannot respond to you or ensure your continued use and satisfaction of the Services.

(g) **To Provide Marketing Communication**. We may collect your email address, phone number or other electronic addresses that you voluntarily provide to us when you subscribe to our marketing communications. We will occasionally send you information on products, services and promotions. When you no longer wish to receive these marketing messages from us, you can opt out at any time by using the "Unsubscribe" link that appears at the bottom of such messages and following instructions contained within, or emailing us at compliance@us-uro.com.

(h) **To Research and Develop Our Services**. We may process your personal information and derive analytical and statistical data to better understand the way you use and interact with our Services. For instance, analyzing where, on which types of devices and how our Sites are used, how many visitors we receive, and where they click on the Sites. These types of information may help us improve our existing Services and to build new Services. Please see our Cookies and Other Similar Tracking Technologies section for more information.

(i) **To Personalize Your Experience**. We may process your information to personalize your experience. By personalization, we enable you to interact with our Services more easily across platforms and devices.

(j) **To Facilitate Corporate Acquisitions, Mergers and Transactions**. We may process any information regarding your account and your use of our Services as is necessary in the context of corporate acquisitions, mergers or other corporate transactions.

(k) **With Your Consent**. For any other purpose disclosed to you prior to you providing us your personal information or which is reasonably necessary to provide the services or other related services requested, with your permission or upon your direction.

4. How We Disclose Your Personal Information

We share your personal information as needed to fulfill the purposes described in this Policy and as permitted by applicable law. We may disclose your personal information as described below. SMS opt-in or phone numbers collected for SMS purposes are not being shared.

(a) **With Our Service Providers**. We may share your personal information with third-party service providers acting on our behalf to help us operate our Services. Service providers and vendors provide us with support services such as website hosting, inquiry and feedback management, analytics services, surveys and research services, and network maintenance. These third parties can only use your information in accordance with our written instructions and must comply with the information security protections we have put in place.

(b) **Within Our Corporate Organization**. We may share your personal information within our organization, to provide you with the Services and take actions based on your request, such as our parent company, subsidiaries, and corporate affiliates, joint venturers, or other companies under common control with us. We may permit these entities to use your information for their own marketing purposes.

(c) **During Business Transaction or Other Asset Transfers**. We may disclose and transfer information about you to buyers, service providers, advisors, potential transactional partners or other third parties in connection with the advisors, potential transactional partners or other third parties of a corporate transaction in which we are acquired by or merged with another company, or we sell, liquidate, or transfer all or a portion of our business or assets. By engaging with us or using our Services, you understand and acknowledge to our assignment or transfer of rights to your personal information.

(d) **For Legal Compliance & Safety**. We may access, preserve, and disclose information about you if we believe doing so is required or appropriate to (1) comply with law enforcement requests and legal processes, such as a court order or subpoena; (2) comply with requests from auditors, examiners or other regulators; (3) exercise, establish or defend our legal rights; or (4) protect your, our, or others' rights, property or safety.

(e) **With Our Business Partners**. Subject to applicable law, we may share your personal information with our affiliated clinical business partners, such as for permitted marketing purposes, or for co-sponsored events based on your voluntary participation. To learn more about your choices and rights, please review the "Your Choices and Privacy Rights" section below.

(f) **With Your Consent**. We may share your personal information for any other purpose disclosed to you prior to you providing us your personal information or which is reasonably necessary to provide the services or other related services requested, with your permission or upon your direction.

5. SMS Privacy Statement

Florida Urology Center® and its affiliates (collectively "FUC®" or the "Company") is committed to protecting your privacy. This SMS Privacy Policy (the "Policy") governs how we treat the Personal Information that we collect and receive from you in connection with your use of the SMS Service ("Service"), which we make available to you through a third-party service provider.

By using the Service, you agree to the terms of this Policy. Company reserves the right, in its sole discretion, to modify or change this Policy at any time with or without prior notice to you. The date of the last update will be posted at the top of this Policy for your convenience. This Policy, and any

changes, are effective as soon as posted. Your continued use of the Service following the posting of any changes to the Policy constitutes your full acceptance of those changes.

“Personal Information” is information that individually identifies you, such as your mobile phone number or user/screen name, as well as the any Personal Information that you choose to include in messages you send through the Service.

What Personal Information is collected about you

Through the use of the Service, Company will receive the following information from our third party service provider: your mobile phone number when you send a text message to us, the text of messages that you send to other users of the Service, any user or screen name that you select in connection with the Service, as well as any comments or feedback regarding the Service that you send to us.

How Company uses Personal Information about you

We use Personal Information to (a) provide you with the Service, (b) process and respond to inquiries, (c) improve the Service, (d) if necessary, contact you with important announcements or messages, (e) conduct research, (f) provide anonymous reporting for internal and external clients and partners, and (g) access services through our affiliate network providers.

Each message that you send through the Service (either to us or to other users of the Service) is stored on our servers. We retain these messages on our servers. Company utilizes servers and services owned by third parties.

Disclosure of your information

- We will not rent or sell your Personal Information to other companies or individuals unless we have your consent. We may use or disclose such information in any of the following limited circumstances:
- We have your consent.
- We need to enforce our Terms of Service and Privacy Statement.
- We provide such information to trusted businesses or persons for the sole purpose of processing Personal Information on our behalf. When this is done, it is subject to agreements that oblige those parties to process such information only on our instructions and in compliance with this Policy and appropriate confidentiality and security measures. If the third party fails to comply with our terms, Company is not accountable in any way for any liability or reimbursement.
- We provide such information to third parties and our affiliate network providers who have entered into non-disclosure agreements with us.
- We provide such information to a company controlled by, or under common control with, Company for any purpose permitted by this Policy.
- We respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights, or the legal rights of others, or defend against legal claims.

- We believe it is necessary to share Personal Information to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of Company's Terms of Service, or as otherwise required by law.
- We transfer Personal Information about you if Company is, or its assets are, acquired by or merged with another company.
- We may share aggregated information with others without further notice. An example of this would be the number of people who used the Service in a given month or the total number of texts sent in a given week.

Security

Company takes precautions to ensure the security of your Personal Information, including ensuring that our third party service providers protect the security of your Personal Information. However, we cannot guarantee that hackers or unauthorized personnel will not gain access to your Personal Information despite our efforts. You should note that in using the Service, your information will travel through third party infrastructures which are not under our control (such as a third party SMS delivery platform or your carrier network).

We cannot protect, nor does this Policy apply to, any information that you transmit to other users. You should never transmit personal or identifying information to other users.

Opting in

- A mobile user might opt-in by:
- Entering a phone number online,
- Sending an Mobile Originating (MO) message containing an advertising keyword,
- Filling out a paper form that includes their phone number, or
- Signing up at a point-of-sale location.

Opting out

Company's third-party service provider gives you the ability to opt out of the Service for any reason. You can opt out by texting "STOP" or "QUIT".

Children

The Service is not intended for children under 13, and Company does not knowingly collect information from children under the age of 13.

Children aged 13 or older should not submit any Personal Information without the permission of their parents or guardians. By using the Service, you are representing that you are at least 18, or that you are at least 13 years old and have your parents' permission to use the service.

Intended audience

Company requires that users of this service be limited to US residents only.

Questions or concerns?

If you have any additional questions regarding this Policy, please feel free to contact us any time by telephone at (615) 703-0492 or by U.S. mail at the address below:

Florida Urology Center®
300 Clyde Morris Blvd, Suite C
Ormond Beach, FL 32174
Attention: Compliance

SMS Terms of Service

Use of the Company text message-based services (the "Service") is subject to the following Terms of Service. These terms constitute a legal agreement (the "Agreement"). Please read them carefully.

Company will allow several different opportunities, such as a entering a phone number online, to opt-in to SMS services.

You can cancel the Service at any time. Just text "STOP" to a SMS message from FUC. After this, you will no longer receive SMS messages from us. If you want to join again, just sign up as you did the first time, and we will start sending SMS messages to you again.

After you send the SMS message "HELP" to us, we will respond with instructions on how to use our Service as well as how to unsubscribe.

We are able to deliver messages to the following mobile phone carriers. Major carriers: AT&T, Verizon Wireless, Sprint, T-Mobile, MetroPCS, U.S. Cellular, Alltel, Boost Mobile, Nextel, and Virgin Mobile. Minor carriers: Alaska Communications Systems (ACS), Appalachian Wireless (EKN), Bluegrass Cellular, Cellular One of East Central IL (ECIT), Cellular One of Northeast Pennsylvania, Cincinnati Bell Wireless, Cricket, Coral Wireless (Mobi PCS), COX, Cross, Element Mobile (Flat Wireless), Epic Touch (Elkhart Telephone), GCI, Golden State, Hawkeye (Chat Mobility), Hawkeye (NW Missouri), Illinois Valley Cellular, Inland Cellular, iWireless (Iowa Wireless), Keystone Wireless (Immix Wireless/PC Man), Mosaic (Consolidated or CTC Telecom), Nex-Tech Wireless, NTelos, Panhandle Communications, Pioneer, Plateau (Texas RSA 3 Ltd), Revol, RINA, Simmetry (TMP Corporation), Thumb Cellular, Union Wireless, United Wireless, Viaero Wireless, and West Central (WCC or 5 Star Wireless). ***Carriers are not liable for delayed or undelivered messages***

As always, message and data rates may apply for any messages sent to you from us and to us from you, and Company is not liable for the cost of any such messages. You will receive recurring messages. If you have any questions about your text plan or data plan, it is best to contact your wireless provider.

You understand that anyone with access to your mobile phone may be able to view the messages you receive when using the Service, and you agree that Company will not be liable to you if this occurs.

You understand that you are not required to consent to the Service to receive any other services from Company. By agreeing to these Terms of Service and providing us with your mobile phone number when you opt in to the Service, you authorize Company to contact you by text message at your mobile phone number using an automatic telephone dialing system or device, or any other computer assisted technology as applicable.

1- SMS Consent Communication:

The information obtained as part of the SMS consent process will not be shared with third parties for marketing purposes.

2- Types of SMS Communications:

If you have consented to receive text messages from FUC, you may receive messages related to the following:

Appointment reminders
Follow-up messages
Billing inquiries
Promotions or offers (if applicable)
Example: “Hello, this is a friendly reminder of your upcoming appointment with Dr. Smith at FUC on 5/23/2025 at 9:30am. Reply STOP to opt out of SMS messaging at any time.”

3- Message Frequency:
Message frequency may vary depending on the type of communication. For example, you may receive up to 5 SMS messages per week related to your appointments, billing, and account updates.

Example:
“Message frequency may vary. You may receive up to 2 SMS messages per week regarding your appointments or account status.”

4- Potential Fees for SMS Messaging:

Please note that standard message and data rates may apply, depending on your carrier’s pricing plan. These fees may vary if the message is sent domestically or internationally.

5- Opt-In Method:

You may opt-in to receive SMS messages from FUC in the following ways:

Verbally, during a conversation
By submitting an online form
By filling out a paper form

6- Opt-Out Method:

You can opt out of receiving SMS messages at any time. To do so, simply reply “STOP” to any SMS message you receive. Alternatively, you can contact us directly to request removal from our messaging list.

7- Help:

If you are experiencing any issues, you can reply with the keyword HELP. Or, you can get help directly from us at compliance@us-uro.com.

Additional Options:

If you do not wish to receive SMS messages, you can choose not to check the SMS consent box on our forms.

8- Standard Messaging Disclosures:

Message and data rates may apply.
You can opt out at any time by texting "STOP."
For assistance, text "HELP" or visit our Privacy Policy and Terms and Conditions pages.
Message frequency may vary

6. Cookies and Similar Tracking Technologies

We, and third parties on our behalf, use cookies and similar tracking technologies (collectively, "**Tracking Technologies**") to collect personal information automatically as you interact with our Services, to help us customize your experience and better manage content on our Sites, including to:

- Analyze our web traffic using analytics packages.
- Identify whether you already visited our careers websites.
- Store information about your preferences.
- To recognize when you return to our Services.

Cookies. When you visit our websites, we (or third-party data or ad networks we work with) may send one or more "cookies" to your computer or other devices. Cookies are alphanumeric identifiers stored on your computer through your web browser and are used by most websites to help personalize your web experience. Some cookies may facilitate additional site features for enhanced performance and functionality such as remembering preferences, analyzing usage for site optimization, allowing third parties to provide social sharing tools, and serving images or videos from third-party websites. Some features on our websites will not function if you do not allow cookies

7. How We Protect Your Personal Information

We follow generally accepted standards to protect the personal information submitted to us, both during transmission and once it is received. We maintain our Services and all associated information with technical, administrative, and physical safeguards to protect against the loss, unauthorized access, destruction, misuse, modification and improper disclosure of your personal information. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. We cannot guarantee the security of our databases or the databases of the third parties with which we may share such information, nor can we guarantee that the information you supply will not be intercepted while being transmitted over the internet. If you feel that the security of any account you might have with us has been compromised, you should contact us immediately at compliance@us-uro.com

8. Retention of Your Personal Information

We will retain your information for as long as needed to provide you Services or for other purposes stated in this Policy. We will cease to retain your personal information or remove the means by which the personal information can be associated with you as soon as it is reasonable to assume that such retention no longer serves the purpose for which the personal information was collected and is no longer necessary for legal or business purposes. If you wish to cancel your account or request that we no longer use your information to provide you services, please contact us at compliance@us-uro.com. Please note that, we may still retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

9. Your Choices and Privacy Rights

Your Choices

We offer you certain choices about how we communicate with you and what information we collect from you.

(a) **Marketing Communications.** When you no longer wish to receive these marketing emails or text messages from us, you can unsubscribe at any time by using the "Unsubscribe" link that appears at the bottom of such messages and following instructions contained within, or emailing us at compliance@us-uro.com .

(b) **Managing Cookies**. You have the right to decide whether to accept cookies. If you do not want us to deploy cookies in your browser, you may exercise your preference by modifying your web browser setting to either (1) refuse some or all cookies or (2) notify you and ask for your permission when a website tries to set a cookie. If you want to learn the correct way to modify your browser settings, please use the "Help," "Tools" or "Edit" menu in your browser or review the instructions provided by the following browsers: Internet Explorer, Google Chrome, Mozilla Firefox, Safari Desktop, Safari Mobile; and Android browser. If you choose to disable cookies in your browser, you can still use our websites, although your ability to use some of the features may be affected.

(c) **Managing Analytics**. We may use third-party service providers to monitor and analyze the use of our career website, such as Google Analytics. Google Analytics is a web analytics service offered by Google LLC ("Google") that tracks and reports website traffic. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: https://policies.google.com/privacy?hl=en. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics, available at: https://tools.google.com/dlpage/gaoptout.

(d) **Managing Interest-Based Advertising**. We and our third-party service providers may use interest advertising technologies when you interact with our Services. Many advertising companies that collect information for interest-based advertising are members of the Digital Advertising Alliance (DAA) or the Network Advertising Initiative (NAI), both of which maintain websites where people can opt-out of interest-based advertising from their members. To opt-out of website interest-based advertising provided by each organization's respective participating companies, visit the DAA's opt-out portal available at http://optout.aboutads.info/, or visit the NAI's opt-out portal available at http://optout.networkadvertising.org/?c=1.

Your Privacy Rights

Depending on applicable law where you reside or are located, you may be able to assert certain rights identified below with respect to your personal information. If any of the rights listed below are not provided to you under the law that governs the processing of your personal information, we have absolute discretion in providing you with those rights.

Please note, your rights in relation to your personal information are not absolute. Depending upon the applicable law, access to your rights under the applicable law may be denied: (i) when denial of the request is required or authorized by law; (ii) when granting the request would have a negative impact on another's privacy; (iii) to protect our rights and properties; (iv) where the request is frivolous or vexatious, or for other reasons.

(a) **Right to Know/Access**. You may have the right to obtain a copy, or a list of categories of the personal information that we hold about you, as well as other supplementary information, such as the purposes of processing, and the entities to whom we disclose your personal information.

(b) **Right to Correct/Rectification**. You may have the right to correct any of your personal information in our records and systems. You may request us to rectify, correct or update any of your personal information held by us that is inaccurate.

(c) **Right to Delete/Erasure**. Under certain circumstances, you may have the right to request that we delete the personal information that we hold about you. This right is not absolute, and we may refuse your right to delete if it is reasonably necessary for us to provide a service requested by you; to perform a contract between us; to maintain functionality and ensure security of our systems; to enable solely expected internal uses of your personal information; to exercise a right provided by law; to comply with a legal obligation, or if there are compelling legitimate grounds for keeping your personal information.

(d) **Right to Portability**. Under certain circumstances, you may have the right to receive personal information we hold about you in a structured, commonly used, and machine-readable format so that you can provide that personal information to another entity.

(e) **Right Against Discrimination**. You have the right not to be discriminated against for exercising any of the rights described in this section. We will not discriminate against you for exercising your privacy rights.

(f) **Right to Object to Automated Decision-Making**. You may have the right not to be subject to a decision that is based solely on automated processing (where a decision is taken about you using an electronic system without human involvement) which significantly impacts your rights. No decision will be made by us about you solely on the basis of automated decision making which has a significant impact on you.

Information related to reproductive healthcare is protected in the same manner as all other protected health information (PHI) in accordance with the Health Insurance Portability and Accountability Act (HIPAA) Privacy Rule and applicable Florida law.

We may use and disclose reproductive health information as permitted or required under the HIPAA Privacy Rule and applicable federal and Florida law. Example of permitted uses and disclosures include:

- Treatment, payment, and health care operations
- Public Health activities
- Judicial and administrative proceedings
- Law enforcement purposes
- Disclosures otherwise required by Florida law

When required by the HIPAA Privacy Rule, we limit disclosures of PHI to the **minimum necessary** to accomplish the intended purpose.

Submitting a Request to Exercise Your Privacy Rights

To submit a privacy-related request or inquiry regarding your personal information, you may contact us at (615) 703-0492, or email us at compliance@us-uro.com.

To protect your privacy, we must be able to verify your identity to confirm that the request came from you before we can process your request to exercise any of the privacy rights that you may be entitled to under the applicable law. We may contact you by phone or e-mail to verify your request. Depending on your request, we will ask for information such as your name, an e-mail address, or a phone number you have used with us. For certain requests, we may also ask you to provide details about the most recent purchase you made online.

Please note that certain requests may be limited where we are required or permitted to retain information under applicable law, including obligations under the Health Insurance Portability and Accountability Act (HIPAA) or other applicable federal or state laws.

10. Children's Information

Our Services are not directed to children under age 13, and we do not knowingly collect or process personal information from children under the age of 13. If you are a parent or guardian and any personal information collected from your child, or have that information modified or deleted, you may contact us at compliance@us-uro.com. If we become aware that a child under 13 has provided us with personal information, we will terminate the user's access to our Service and take steps to delete such information from our filesystems, unless we have a legal obligation to keep it.

11. Third-Party Sites

Our Services may contain links to third-party sites. This Privacy Policy does not apply to those third-party sites. We recommend that you read the privacy policy of any other sites that you visit as we are not responsible for the privacy practices of those sites.

12. Contact Us

We welcome your questions, comments and concerns about privacy. You may contact us by contact us at (615) 703-0492, email us at compliance@us-uro.com , or by postal mail at Florida Urology Center, 300 Clyde Morris Blvd, Suite C, Ormond Beach, FL 32174.