

FUNCTIONAL BEING ONLINE PRIVACY POLICY

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Introduction

Welcome to the website of Functional Being. We at Functional Being respect your privacy and are committed to protecting it. This Online Privacy Policy outlines how we collect, use, disclose, and protect the personal information received from visitors and users of functionalbeingbh.com (“Website”). This Website may provide links or access to online third-party services and sources that are not owned or controlled by Functional Being. Please review the privacy policies of these third parties to familiarize yourself with their online privacy practices. For purposes of this policy, “Functional Being” and the pronouns “we”, “us”, and “our” refer to Functional Being PLLC.

This policy applies to the information collected:

- On this Website.
- By us, when you voluntarily provide your information to Functional Being through your use of the online third-party services and sources that are accessible from or on this Website. These third-party services are third-party websites, mobile applications, and features utilized by us for business and healthcare operations, such as email, fax, voicemail box, SMS (short message service) and MMS (multimedia messaging service) texts, the patient portal, and the telemedicine, scheduling, billing, and payment platforms.
- When you interact with our social media pages and advertising that reference this Online Privacy Policy and are on third-party services.

This policy does not apply to any information collected by:

- Us offline or through any other means not listed above.
- Any third-party source that may be accessible from or on this Website or link to this Website.

Please review 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 to not use this Website. By using this Website, you agree to this Online Privacy Policy.

Children Under the Age of 16

Our Website is not intended for children under the age of 16. If you are under the age of 16, please do not use this Website or submit any personal information about yourself to us. We do not knowingly collect personal information from children under 16 years of age. If we learn we have collected or received personal information from a child under 16 without verification of parental or guardian consent, we will delete that information. If you are a parent or guardian and are concerned about your child’s use of our Website, please contact us immediately.

Types of Information We Collect

When you access or use our Website, we may collect the following types of personal information:

- Contact information, such as your name, phone number, fax number, email address, and postal address.
- Demographic information, such as your date of birth, age, gender, job title/position, marital status, and dependent, spousal, and other family information.
- Medical and health-related information, including your medical history, symptoms, diagnoses, treatments, and health insurance information.
- Payment information, such as payment card details and billing address.
- Government-issued ID numbers and Tax ID numbers, such as U.S. Social Security numbers, for payment purposes.
- Audio, electronic, or visual information.
- Location data, such as data derived from your IP address, country, and zip code.
- Traffic data, clickstream data, browsing actions, and usage patterns across the Website that we obtain through the use of cookies and similar tracking technologies.
- About your internet connection, the equipment you use to access our Website, and usage details.
- Contact information you provide to us about people you would like us to contact.
- Other personal information contained in content or consents you submit to us by which you may be personally identified, or any other information the Website collects that is defined as personal or personally identifiable information under applicable law.

How We Collect Information

We collect this information:

- Directly from you when you voluntarily provide it to us.
- Automatically as you navigate through and interact with the Website. Information collected automatically may include usage data, IP addresses, and information collected through cookies and other tracking technologies.

Cookies and Tracking Technologies

Our Website may use cookies and similar technologies to improve your browsing experience, analyze Website traffic, and understand how visitors use our Website. A cookie is a small text file placed on your device that helps the Website function more effectively.

- Essential cookies are necessary for the Website to function properly, for example, to load pages securely or keep your session active.
- Analytics cookies help us understand how visitors use our Website so we can improve its content and design. We may use third-party tools, such as Google Analytics, for this purpose.

- Functionality cookies allow the Website to remember choices you make, such as preferences or settings.

You can set your browser to refuse cookies or alert you when cookies are being used. Please note that disabling cookies may affect how our Website functions.

Protected Health Information (PHI):

Cookies and tracking technologies used on this Website do NOT collect or store any protected health information (PHI). PHI is only collected if you voluntarily provide it on our Website, for example, by submitting a secure contact form. Any PHI you share with us is safeguarded in compliance with HIPAA and other applicable privacy laws.

We do not sell your personal information or use cookies to deliver targeted advertising.

How We Use Your Information

We may use the information that we collect about you to:

- Respond to your requests and inquiries.
- Provide you with information or services you request from us.
- Notify you about changes to our Website or services we offer.
- Email you about promotional matters, such as our services or educational resources that may be of interest to you.
- Carry out our obligations and enforce the rights arising from any contracts entered into between you and us.
- Verify your identity and protect against and prevent fraud and other unlawful activity, unauthorized transactions, claims and other liabilities, and manage risk exposure and quality.
- Operate, evaluate, and improve our business.
- Execute agreements with our business associates (such as contractors, service providers, and other third-parties) to operate our business and/or advance our services to you.
- Improve our Website.
- Track Website and content visitor statistics for our own marketing purposes.
- Perform data analytics, such as market research, trend analysis, financial analysis, and customer segmentation.
- Maintain and enhance the security of our services.

Additionally, we may use the information that we collect about you in any other way we may describe when you provide the information or for any other purpose with your consent. We may anonymize, aggregate, or de-identify personal information collected and use it for the purposes listed above and for other purposes to the extent permitted by applicable law. Where required by applicable law, we will obtain your consent for the use of your personal information.

Personal Information Retention

We will retain your personal information for as long as it is necessary to fulfill the purposes outlined above. In addition, we retain personal information to comply with applicable law and

enforce our Patient Services Agreements. When it is no longer necessary for us to retain your personal information, we will dispose of your personal information in accordance with standard data retention and deletion policies.

How We Disclose Your Information

Where required by applicable law, we will obtain your consent for the disclosure of your personal information. Aggregated information about our Website users, and information that does not identify any individual, may be disclosed without restriction. We do not sell or rent your personal information to third parties.

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

- To contractors, service providers, and other third parties we use to operate our business and/or advance our services to you.
- 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 Functional Being's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our Website users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose described by us when you provide the information.

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 our Patient Services Agreements or other agreements.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Functional Being, our customers, or others.

Your Choices About How We use and Disclose Your Information

The following are ways you can control the use and disclosure of your information:

- You have the option to set your browser settings to refuse all or some browser cookies and to alert you when cookies are being sent. Please note, if you disable or refuse cookies, some parts of this Website may be inaccessible or not function properly.
- By accessing our Website, you consent to us emailing you regarding promotional matters. If you do not wish to receive such emails, you may send us a return email asking to be omitted from future promotional email distributions.
- You may opt in to receive SMS/MMS texts from our third-party business associates. By opting in, you may receive messages related to your appointments, patient portal account, billing and payments, prescription(s), lab tests, or care management. Opting in to or out of receiving these messages is voluntary and will not impact the care you receive from us.

Linked Websites or Mobile Applications

Functional Being's Website may contain links to third-party websites and mobile applications with which we have no affiliation. We do not control third parties' collection or use of your information. However, these third parties may provide you with ways to choose how your information is collected and used. If you decide to visit a linked website or mobile application, you are subject to its privacy policy and practices and not this Online Privacy Policy.

Data Security

We have implemented reasonable measures to secure your personal information from accidental loss and unauthorized access, use, alteration, and disclosure. The safety and security of your information also depends on you. Where we have given you (or where you have chosen) password(s) for access to certain parts of our Website, you are responsible for keeping password(s) confidential. We ask you not to share your password(s) with anyone.

Please note, no transmission and storage of information via the internet is completely secure. While we do our best to protect your personal information, we cannot guarantee the absolute security of your personal information transmitted to our Website. Transmission of other electronic communications, such as SMS/MMS texts and voicemails, are also not entirely secure. Any transmission of personal information is at your own risk. We are not responsible for the bypassing of any privacy settings or security measures contained on this Website or on the online third-party services and sources that are accessible from or are on this Website.

Changes to Our Online Privacy Policy

We may update this policy from time to time without notice to reflect changes in our practice or legal requirements. Your continued use of this Website after we make policy updates is considered to be acceptance of those changes, so please check the policy periodically for any updates. It is our policy to post the updated policy on this Website and indicate the date the policy was last modified at the top of page 1 of this policy.

Contact Information

If you have any questions, concerns, or requests regarding this Online Privacy Policy, please contact us at info.tx@functionalbeingbh.com.