

## Healthmade Design LLC

### Privacy Policy

Last Modified: April 20, 2020

Healthmade Design LLC respects your privacy and is committed to protecting it through our compliance with this "Privacy Policy." Throughout this Privacy Policy, we refer to any person accessing or using this website as "you," or the "User."

This Privacy Policy describes the types of information we may collect from you or that you may provide when you visit the website (our "Website") and our practices for collecting, using, maintaining, protecting and disclosing that information.

This Privacy Policy applies to information we collect:

- On or through this Website;
- In email, text, and other electronic messages between you and this Website;
- When you interact with our applications on third-party websites and platforms, if those applications include links to this Privacy Policy; and/or
- Offline, only through in-person research interviews for client projects.

It does not apply to information collected by:

- Us offline, for any other reason other than in-person research interviews for client projects;
- Through any other digital means, including on any other website or any social media platform profile operated by Healthmade Design LLC or any third party unless such website or platform includes links to this Privacy Policy; and/or
- Any third party, including through any application or content that may link to or be accessible from, or on, the Website. Please be aware that we have no control over the content and policies of third-party sites and cannot accept responsibility or liability for their respective privacy practices.

Please read this Privacy Policy carefully to understand our policies and practices regarding your "Personal Information" (as defined below in INFORMATION WE COLLECT) and how we will treat it. If you do not agree with our policies and practices, your only choice is not to use our Website. By accessing or using this Website, you agree to this Privacy Policy. This Privacy Policy may change from time to time. Your continued use of this Website after we make changes is deemed to be your acceptance of those changes, so please check the Privacy Policy periodically for updates.

#### ***Healthmade Design LLC's Privacy Assurance***

- We do not sell or share your Personal Information to third parties;
- We do not share your Personal Information with third parties;
- We require our employees and contractors to protect your Personal Information and keep it confidential; and
- We require persons or organizations that represent or assist us in serving you (like our attorneys) to keep your information confidential.

#### **CHILDREN UNDER THE AGE OF 13:**

Our Website is not intended for children under 13 years of age. No one under the age of 13 may provide any Personal Information to or through the Website. We do not knowingly collect Personal Information from children under 13. If you are under 13, do not use or provide any information on this Website, or on or through any of its

features/functionality, make any purchases through the Website, use any of the interactive or public comment features that may be available on this Website, or provide any information about yourself to us, including your name, address, telephone number, email address or any screen name or user name you may use. If we learn that we have collected or received Personal Information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at [hello@healthmadedesign.com](mailto:hello@healthmadedesign.com).

#### **INFORMATION WE COLLECT:**

We collect several types of information from and about users of our Website, including log data, device data, and Personal Information.

##### ***Log Data***

When you visit our Website, our servers may automatically log the standard data provided by your web browser. It may include your computer's Internet Protocol (IP) address, your browser type and version, the pages you visit, the time and date of your visit, the time spent on each page, and other details.

##### ***Device Data***

We may also automatically collect data about the device you're using to access our Website. This data may include the device type, operating system, unique device identifiers, device settings, and location data. What we collect depends on the individual settings of your device and software.

##### ***Personal Information***

We may collect information from you while you use this Website or through other applicable online or offline means, including:

- By which you may be personally identified, such as your name, email address, and telephone number, and other identifying information that you choose to share with us by which you may be contacted online or offline ("Personal Information"); and/or
- That is about you but individually does not identify you, such as your annual revenue, gender, certain demographic information. This information is not considered Personal Information, as it is anonymized statistical data.

#### **HOW WE COLLECT INFORMATION:**

##### ***Information We Collect Automatically***

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, as described above. The technologies we use for this automatic data collection may include cookies, flash cookies, or web beacons. For more information on these technologies, see our DATA COLLECTION POLICY below. The information we collect automatically is statistical data and does not include Personal Information, but we may maintain it for the any of the reasons listed in HOW WE USE YOUR INFORMATION.

##### ***Information You Provide Directly to Us***

The information we collect from you online may include:

- Records and copies of your correspondence (including email addresses), if you contact us;
- Information that you provide by sending an email to any Healthmade Design LLC email address ending in [@healthmadedesign.com](mailto:@healthmadedesign.com); and/or
- Information you provide to us through virtual research interviews for client projects.

We may also collect information from you through in-person research interviews for client projects. This Privacy Policy extends to information collected in such in-person interviews only, and no other in-person interactions, unless otherwise noted in writing.

#### **DATA COLLECTION POLICY:**

The technologies we use for automatic data collection on this Website 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;
- **Flash Cookies.** Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies; and/or
- **Web Beacons.** Pages of the Website, and our emails, may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit Healthmade Design LLC, for example, to count users who have visited those pages, or opened an email, and for other related Website statistics (for example, recording the popularity of certain Website content and verifying system and server integrity).

#### **DO NOT TRACK:**

“Do Not Track” is a preference you can set in your browser to let websites you visit know that you do not want them collecting certain information about you. We do not currently respond to, or honor, Do Not Track signals or requests from your browser.

#### **THIRD-PARTY USE OF COOKIES AND OTHER TRACKING TECHNOLOGIES:**

Some content or applications utilized by Healthmade Design LLC are served by third parties, including 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 their websites and/or platforms. 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 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.

#### **HOW WE USE YOUR INFORMATION:**

We may collect your information for a number of reasons, specifically:

- To enable you to access and use our Website or the online platforms we use;
- To contact and communicate with you;
- For research projects that you, as a client, agree to;
- For internal record keeping and administrative purposes;
- For internal analytics, market research, and business development, including to operate and improve our services;
- To offer additional benefits to you, including but not limited to sending promotional information about our products/services;
- To fulfill any other purpose for which you provide your information and consent; and/or
- To comply with our legal obligations and resolve any disputes that we may have.

As stated above, we may use your information to contact you about our own services that may be of interest to you. If you do not want us to use your information in this way, please email us at [hello@healthmadedesign.com](mailto:hello@healthmadedesign.com) or utilize the “unsubscribe” prompt on any promotional email you may receive.

#### **DISCLOSURE OF YOUR INFORMATION, GENERALLY:**

We disclose Personal Information that we collect or that you provide, as described in this Privacy Policy, in the following circumstances:

- To employees, contractors, and other third parties we use to support our business and who are bound by contractual obligations to keep Personal Information confidential and use it only for the purposes for which we disclose it to them;
- To fulfill the purpose for which you provide it;
- For any other purpose disclosed by us when you provide the information; or
- With your consent.

#### **DISCLOSURE OF YOUR INFORMATION TO THIRD PARTIES:**

We do not sell or share for value your Personal Information. However, we may disclose your Personal Information to third-party service providers for the purpose of enabling them to provide their services to us internally, including but not limited to:

- Information Technology (“IT”) service providers;
- Data storage, hosting, and server providers;
- Analytics companies;
- Error loggers; and/or
- Maintenance or problem-solving providers.

We may also disclose your Personal Information to third parties for the purpose of establishing, exercising, or defending our legal rights, including but not limited to:

- Debt collectors;
- Our legal counsel and/or prospective legal counsel; and/or
- Courts, tribunals, regulatory authorities, and law enforcement officers, as required by law.

We may disclose aggregated, anonymized, statistical data and/or non-identifying information about our users without restriction.

#### **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 following mechanisms should help to provide you with control over your information:

- ***Tracking Technologies and Advertising.*** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe’s website. If you disable or refuse cookies, please note that some parts of this Website may be inaccessible or not function properly.
- ***Promotional Offers from Healthmade Design LLC.*** If you do not wish to have your email address/contact information used by Healthmade Design LLC to promote our own products or services, you can opt-out by sending us an email stating your request. If we have sent you a promotional email, you may use the unsubscribe option in the footer of the email. This opt out does not apply to information provided to Healthmade Design LLC as a result of a product or service purchase or other transactions.

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 from members of the Network Advertising Initiative (“NAI”) on the

[NAI's website.](#)

#### **ACCESSING AND CORRECTING YOUR INFORMATION:**

If you believe that any information we hold about you is inaccurate, out of date, incomplete, irrelevant or misleading, you can review and change your Personal Information by sending us an email at [privacy@healthmadedesign.com](mailto:privacy@healthmadedesign.com) to request access to, correct, or delete 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 regulatory requirement, result in fraud, or cause the information to be incorrect.

#### **YOUR CALIFORNIA PRIVACY RIGHTS:**

If you are a California resident, you have the right to request information from us regarding the manner in which we share certain categories of your Personal Information with third parties for their own direct marketing uses. California's "Shine the Light" Act provides that you have the right to submit a request to us at our email address [privacy@healthmadedesign.com](mailto:privacy@healthmadedesign.com) in order to receive information on the categories of customer information that we shared and the names and addresses of those businesses with which we shared customer information for the immediately prior calendar year. To obtain this information, please send an email message to [privacy@healthmadedesign.com](mailto:privacy@healthmadedesign.com) with "Request for California Privacy Information" in the subject line and in the body of your message. We will provide the requested information to you in your email address in response.

Please be aware that not all information sharing is covered by the Shine the Light requirements, and only information on covered sharing will be included in our response.

#### **DATA SECURITY:**

We won't keep Personal Information for longer than is necessary to present our Website to you or to provide our services to you.

We have implemented measures designed to secure your Personal Information from accidental loss and from unauthorized access, use, alteration and disclosure. All information you provide to us, including information gathered through in-person or online research interviews, is stored on our secure, password protected servers behind firewalls. All [@healthmadedesign.com](mailto:@healthmadedesign.com) email addresses are secured using two-factor authentication and strong passwords. Personal Information is shared internally only on a need to know basis.

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.

#### **HIPAA COMPLIANCE:**

Healthmade Design LLC is considered a "Business Associate" as defined under the Health Insurance Portability and Accountability Act of 1996 ("HIPAA") and as such, abides by all applicable HIPAA mandates, including the "Privacy Rule" as issued and defined by the U.S. Department of Health and Human Services. The Privacy Rule protects all "Individually Identifiable Health Information" held or transmitted by a covered entity or its Business Associate, in any form or media, whether electronic, paper, or oral (collectively, "Protected Health Information"). The Privacy Rule defines Individually Identifiable Health Information as: information, including demographic data, that relates to:

- An individual's past, present, or future physical or mental health or condition;
- The provision of health care to an individual; or
- The past, present, or future payment for the provision of health care to an individual;

and that identifies an individual or for which there is a reasonable basis to believe can be used to identify an individual. Healthmade Design LLC abides by all applicable HIPAA restrictions and requirements in regard to any

such Protected Health Information that Healthmade Design LLC may be made aware of, including the required implementation of appropriate administrative, technical, and physical safeguards to prevent intentional or unintentional use or disclosure of Protected Health Information in violation of the Privacy Rule and to limit its incidental use and disclosure pursuant to otherwise permitted or required use or disclosure.

**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 Website home page. If we make material changes to how we treat our users' Personal Information, we will also notify you through a notice on the Website home page. The date the Privacy Policy was last revised is identified at the top of the page. 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:**

To ask questions or make a comment about this Privacy Policy and our privacy practices, contact us at: [hello@healthmadedesign.com](mailto:hello@healthmadedesign.com) or 1148 East 18th Street, Oakland, California 94606.