

PRIVACY POLICY FOR INTEGRATIVE SERVICES

Protecting your personal information is important to us. This Privacy Policy applies to the products and services of Dr. Charles Withers, II or authorized staff of Integrative Rheumatology PLLC (collectively referred to as “InRheum” or “we,” “us” or “our” for the rest of this agreement) on all platforms and media (including the website www.integrativerheumatology.org, our mobile website, apps, emails, and agreements. By interacting with InRheum you consent to this Policy.

WHAT INFORMATION DOES INRHEUM COLLECT ABOUT ME?

The information we collect about you falls into one of two categories, personally identifiable or non-personally identifiable. Personally Identifiable Information. Before receiving treatment or a consultation, medical history information will be collected and as a result you will provide us with personal information that is linked to you specifically (“Personally Identifiable Information”). This can include:

- Personal contact information (name, email address)
- Professional information (company name, position/title)
- Your birthday
- Your location
- Medical History

Non-Personally Identifiable Information. We may also collect the following data that is not linked to you specifically:

- Traffic Data. We use a number of internal and third-party tools to recognize visitor data like IP addresses, browser settings and operating systems. We track how often web pages and videos are viewed and the sources of our traffic. We employ Google Analytics Demographic and Interest Reporting, through which Google provides us with general demographic information (like age, gender and affinity categories) about visitors to our website. You can opt out of Google sharing this information at www.google.com/settings/ads.
 - Email Effectiveness Data. We may collect aggregated data about how often the emails we send out are opened and any links in them are clicked.
 - Cookie Data. We may use cookies, which are small pieces of data we place on visitors’ computers to track the web pages they visit before and after coming to our website. We may also use cookies to track the pages they view and the links they click on within InRheum’s website.
 - App Referral and Download Data. We may use internal and third-party tools to determine which sites or emails referred visitors to download the InRheum mobile application.
 - In-App Behavior. We may use internal and third-party tools to gather information about users’ behavior inside our mobile application, such as how much time users spend in the app as well as the frequency and duration with which they use particular features and view particular screens.
- InRheum DOES NOT STORE CREDIT CARD INFORMATION. Payment for InRheum’s products and services are processed by Paragon via WellnessLiving Systems Inc. Please consult WellnessLiving’s Data Protection and Security Policy for more information.

HOW DOES INRHEUM USE AND SHARE MY INFORMATION?

We use the information we collect from you to communicate with you, provide you with our services, and improve those services. For example, we may use your email address to send you reminders about appointments. We may analyze our users' agreement-related data for purposes like refining the content of our forms. InRheum will not share your Personally Identifiable Information with third parties for the purpose of marketing their products without your prior consent. For example, we do not sell our email lists. But we may share your Personally Identifiable Information with companies that provide us with support services (like our email providers) or that help us analyze or market our own products and services. We share this information only if these companies require such information to perform their functions. We do not authorize these companies to use your Personally Identifiable Information for any other purpose. InRheum will share your Personally Identifiable Information with the appropriate authorities if we believe in good faith that doing so is required by law or court order, to protect our rights or property, or to protect the safety of our users or the public. Additionally, if InRheum or substantially all of InRheum's assets are acquired, or if InRheum goes out of business or enters bankruptcy, user information, including Personally Identifiable Information, may be one of the assets that is transferred to or acquired by a third party. As for non-Personally Identifiable Information, which is not linked to you specifically, we may share it with third parties for various purposes. For example, we may share information with third parties about the number of registered users and unique visitors to our website, or about the types of InRheum treatments that are most often requested.

CAN I OPT OUT OF INRHEUM USING MY PERSONALLY IDENTIFIABLE INFORMATION?

We can't provide you with our core service without you providing us with some Personally Identifiable Information.

CAN I OPT OUT OF EMAILS FROM INRHEUM?

You can opt out of emails from InRheum while maintaining an active account by adjusting that option in your profile.

IS MY INFORMATION SECURE?

We strive to maintain the safety of your information. For example, your information is transmitted via Secure Socket Layer (SSL) technology and access to your account information requires a password. You must keep your password confidential. Unfortunately, no internet-based service is completely secure. We cannot guarantee that any confidential or Personally Identifiable Information you share while using InRheum is maintained at adequate levels of protection to meet your specific needs or obligations. We assume no responsibility for unauthorized access to your information.

HOW DO I DEACTIVATE MY ACCOUNT?

Should you ever decide to deactivate your InRheum account, you may do so by emailing us at contact@inrheum.org. Upon deactivation, you will no longer be able to access your account. Your information and data will remain on WellnessLiving Systems' secure servers.

OUR POLICY TOWARDS CHILDREN

InRheum is intended only for individuals 18 and above. We do not knowingly collect Personally Identifiable Information from children under the age of 17. If you are under 17, please do not provide us with any Personally Identifiable Information. If we learn that we have collected Personally Identifiable Information from a child under 17, we will take steps to promptly delete the information.

CHANGES TO THIS PRIVACY POLICY

InRheum will occasionally update this Privacy Policy. We encourage you to check this page regularly for revisions.

CONTACTING US

If you have any questions about our Privacy Policy or practices, please contact us at contact@inrheum.org.