

Privacy Policy

This Privacy Policy applies to the **Austin Covid Labs** website. The Austin Covid Labs website is provided for information and educational purposes and may contain links to other sites. Once you enter another website (whether through an advertisement, service, or content link), be aware that Austin Covid Labs is not responsible for the privacy practices of such other sites. We encourage you to look for and review the privacy statements of each and every website that you visit.

We believe that transparency is the key to any healthy relationship. At Austin Covid Labs, we're all about healthy. We appreciate that you are trusting us with information that is important to you, and we want to be transparent about how we use it. Here we describe the privacy practices for our website and you will learn about the data we collect, how we use it, the controls we give you over your information, and the measures we take to keep it safe.

Specifically, we'll cover:

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Information We Collect and How We Use Information

We collect the following personal information from you on the Austin Covid Labs website forms.

- First and Last name
- Email address
- Phone number

By entering this information, you are providing personal information that will be used by Austin Covid Labs for the sole purpose of scheduling your appointment or returning your contact request.

If you choose to enroll as a subscriber of our website or subscribe to our blog, you will receive recurring practice newsletters, announcements and occasional promotional information via email. These emails will be of a general nature and will in no way disclose your unique health characteristics. At the time you subscribe or any time thereafter, you can choose to opt-out of receiving these emails from us.

To subscribe to our website, we need certain contact information, such as your name and email address. We may also store any provided demographic information (such as gender, birth date and address), but it is not required. You can unsubscribe from the newsletters by simply clicking on the “unsubscribe” link at the bottom of our emails; you will be immediately unsubscribed.

Passive Information We Collect

Like many other websites, we also automatically collect and log other non-identifying information when you interact with the Austin Covid Labs website:

Device data. We collect data from the device and application you use to access the Austin Covid Labs website, such as your Internet protocol (IP) addresses, operating system, device type, browser type and timestamps.

Usage data. We collect usage data that may include which Austin Covid Labs webpages you visit, what you click on, when you performed those actions, and so on. Emails sent by Austin Covid Labs collect information about who opened those emails and clicked on links in them. We do this to measure the performance of the Austin Covid Labs email messaging and to monitor and improve email deliverability and open rates.

How Information Is Shared

Except as set forth in this Privacy Policy or as specifically agreed to by you, Austin Covid Labs will not disclose any Personally Identifiable or Personal Health Information it gathers from you on our website. We will only release Personally Identifiable or Personal Health Information to third parties:

(i) to comply with valid legal requirements such as a law, regulation, search warrant, subpoena or court order.

(ii) in special cases, such as a physical threat to you or others. In the event that we are legally compelled to disclose your Personally Identifiable or Personal Health Information to a third party, we will attempt to notify you unless doing so would violate the law or court order. In addition, we may disclose Personal Information as described below.

Your Rights To Access and Control Your Personal Data

You may ask us at any time for information about any personal data we hold about you, or ask us to correct or delete that information. We will complete this request within 30 days of the initial request for information being received. Please [complete this form](#) to start this process. If you need further assistance regarding your rights, please contact our Data Protection Officer at dataprotection@vortala.com, and we will consider your request in accordance with applicable laws.

Data Retention

We keep the information we have about you and your use of the Services for as long as necessary for our legitimate business interests, for legal reasons, historical research and to prevent harm, including as described in the How We Use Information and How Information Is Shared sections.

Analytics and Advertising Services Provided by Others

- **Google Analytics.** In addition, our website uses Google Analytics, a web analytics service provided by Google, Inc. (“Google”). The information generated by the cookie about your use of our website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of our website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google’s behalf. Google will not associate your IP address with any other data held by Google. Further information may be obtained by visiting [Google’s privacy policy](#).

We use this information to conduct research and analysis to better understand how visitors are using the Austin Covid Labs website, so that we can improve our website experience. From time to time, Austin Covid Labs or its operations contractors acting on their behalf, conduct online research in order to gather feedback about our site through online or email surveys.

Participation in these surveys is completely voluntary and you may choose whether or not to participate and disclose information. Personally Identifiable Information collected through market research will only be used by Austin Covid Labs and its operations contractors and will never be given or sold to a third party.

Cookie Policy

We use cookies and other technologies to ensure that everyone who uses Austin Covid Labs website has the best possible experience. By continuing to visit or use our services, you are agreeing to the

use of cookies and similar technologies for the purposes we describe in this policy. You can find more information about cookies at: cookiesandyou.com.

Most browsers allow you to control cookies through their settings preferences. However, if you limit the ability of websites to set cookies, you may worsen your overall user experience, since it will no longer be personalized to you.

Our cookie table lists some of the third party cookies on our sites. Please note that the names of cookies, pixels and other technologies may change over time. Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

List of cookies used by Austin Covid Labs

Cookie Name	Purpose	Expiration	Privacy
__vor_npt__s __vor_npt__t __vor_npt__v	New Patient Tracker. Collects device data such as your Internet protocol (IP) address, operating system, device type, browser type and timestamps.	Persistent	https://www.wholefamilychiropractors.com/info/privacy
Set By Or On Behalf Of	Purpose	Expiration	Privacy
Google Analytics	Website analytics cookie for visitor information and source.	2 years	https://policies.google.com/privacy
responsivevoice.org	Used by the content network, Cloudflare, to identify trusted web traffic.	1 year	https://www.cloudflare.com/security-policy
Userway	Accessibility widget remembers which accessibility	Persistent	https://userway.org/privacy

	features were enabled.		
Hotjar	Video Recording and Heatmap testing tool.	1 year	https://www.hotjar.com/privacy
Wistia	Embedding interactive videos on our website and measuring engagement.	1 year	https://wistia.com/privacy/
MaxCDN	Content Delivery Network.	1 year	https://www.maxcdn.com/legal/
Facebook	To enable the visitors to share the page in Facebook and stores page share count.	Persistent	https://www.facebook.com/about/privacy/
YouTube	Embedding videos on our website and measuring engagement.	1 year	https://policies.google.com/privacy
Formstack	Provides embedded online form functionality.	1 year	https://www.formstack.com/privacy

Our Policies for Children

We are committed to protecting the privacy of children. Neither Austin Covid Labs nor any of its services are designed or intended to attract children under the age of 13.

Information Security

We work hard to keep your data safe. We use a combination of technical, administrative, and physical controls to maintain the security of your data. This includes using Transport Layer Security (“TLS”) to encrypt many of our Services. No method of transmitting or storing data is completely secure,

however, if you have a security-related concern, please contact customer support at dataprotection@vortala.com.

Our International Operations and Data Transfers

Our website hosting company, Perfect Patients, operate internationally and transfer information to the United States for the purposes described in this policy. They rely on multiple legal bases to lawfully transfer personal data around the world. These include your consent, the EU-US and EU Commission approved model contractual clauses, which require certain privacy and security protections.

Changes to This Policy

We will inform you if a material change to the Privacy Policy is made that involves the use of your Personally Identifiable Information. Your continued use of the Austin Covid Labs site will indicate acceptance of the changes. Please exit the site immediately if you do not agree to the terms of this Privacy Policy or any revised policy.

Who We Are and How To Contact Us

If you have questions, suggestions, or concerns about this policy, or about our use of your information, please contact us.

Austin Covid Labs

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Austin Texas 78723

(512) 505-8500

This Privacy Policy does not protect you when you send content, questions or ideas to Austin Covid Labs via email. If you want to keep them private or proprietary, do not send them in an email. We try to answer every email within 48 business hours, but are not always able to do so.

Last Updated: May 21, 2018