



TERMS OF USE

Family Health Center of Marshfield, Inc. (FHC) is committed to protecting your privacy. These TERMS OF USE govern the way FHC collects, uses, maintains, and discloses information collected from users of the <https://familyhealthcenter.org> website. By using the FHC site, you consent to the data practices described in this statement.

PERSONAL IDENTIFICATION INFORMATION

FHC will not collect personal identification information from users of our site unless the user willingly provides that information. Ways users provide information includes, but is not limited to:

- Filling out a contact or appointment request form.
- Paying a bill or making a donation.
- Subscribing to a newsletter.
- Additional actions that require exchange of data.

Users may be asked for, as appropriate, name, email address, mailing address, phone number, and credit card information. Users may, however, visit our site anonymously. We will collect personal identification information from users only if they voluntarily submit such information to us. Users can always refuse to supply personal identification information, except that it may prevent them from engaging in certain site related activities.

PROTECTION OF PERSONAL IDENTIFICATION INFORMATION

FHC implements a variety of security measures to maintain the safety of personal identification information when users submit on the site. However, due to the inherent open nature of the internet, we cannot guarantee that communication between user and FHC or our servers will be free from unauthorized access by third party risks including hackers. Use of the website demonstrates the users' assumptions of this risk. We have implemented physical, electronic, and managerial procedures to safeguard the information and data we collect. Only those employees who need access to user information in order to perform their duties are authorized to have access to user personal identification information.

NON-PERSONAL IDENTIFICATION INFORMATION

We may collect non-personal identification information about users whenever they interact with our site. Non-personal identification information may include the browser name, the type of computer, and technical information about users' means of connection to our site, such as the operating system and the internet service providers utilized and other similar information.

WEB BROWSER COOKIES

Our site may use "cookies" to enhance the user experience. Users' web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. Users may choose to set their web browser to refuse cookies or to alert you when cookies are being sent. If they do so, note that some parts of the site may not function properly.

HOW WE USE COLLECTED INFORMATION

FHC only uses your personally identifiable information as described below, unless you have specifically consented to another type of use, either at the time the personally identifiable information is collected from you or through some other form of consent from you or notification to you. This includes:

- To improve customer service: Your information helps us to respond more effectively to your customer service requests and support needs. This includes information submitted through contact or request appointment links.
- To process transactions: We may only use the information users provide about themselves when making a donation or paying a bill. We do not share this information with outside parties except to the extent necessary to provide the service.
- To send periodic emails: The email address users provide for newsletter subscription will only be used to send them information and updates pertaining to FHC. It may also respond to their inquiries and/or other requests or questions. If the user decides to opt-in to our mailing list, they will receive emails that may include company news, updates, related products, or service information, etc. If at any time the user would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.
- In any other way, we may describe when you provide the information.
- For any other purpose with your consent.

NON-PERSONAL IDENTIFICATION INFORMATION

The kind of information we may collect includes:

- Your Internet Protocol (IP) address.
- The pages visited on our site.
- The links clicked on our site.
- Any products or services you review.
- Features used.
- How long a visitor stays.
- The domain name of the sites from which visitors connect to our sites and the site to which visitors connect through our site.

Most site data is collected using data collection tools such as cookies; embedded Web links and other commonly used information-gathering tools. We use site data to develop, manage, and improve the website.

We may use that information to:

- Manage the website.
- Help resolve problems.
- Analyze use of the site.

HOW WE PROTECT YOUR INFORMATION

We adopt appropriate data collection, storage, and processing practices and security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal information, username, password, transaction information, and data stored on our site.

Sensitive and private data exchange between the site and its users happens over an SSL-secured communication channel and is encrypted and protected with digital signatures.

SHARING YOUR PERSONAL INFORMATION

We do not sell, trade, or rent users' personal identification information to others. We may share generic aggregated information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates, and advertisers for the purposes outlined above. We may use third-party service providers to help us operate our business and the site or administer activities on our behalf, such as newsletters or surveys. We may share your information with these third parties for those limited purposes, provided that you have given us your permission.

We may disclose your personal information: (i) to comply with any court order, law, or legal process, including to respond to any government or regulatory request; (ii) to enforce or apply our Terms of Use and other agreements, including for billing and collection purposes; and (iii) if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of FHC, our customers, or others. (This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.)

LINKS TO OTHER SITES

On our website, we may create links to other websites that we think may be of interest to users or provide further information. Please note these are only suggestions, and we do not endorse any other websites.

We have not reviewed the privacy policies of any websites we link to; you should exercise care when visiting any other website. We would like to hear from you if you find any websites linked to ours objectionable.

COPPA COMPLIANCE

We abide by the Children's Online Privacy Protection Act ("COPPA"). We will not knowingly allow anyone under thirteen to provide any personally identifiable information through the web site or in connection with any programs without appropriate parental authorization.

CALIFORNIA USERS

If you are a consumer receiving products or services for which we are a business, as those terms and any other capitalized terms in this section are defined under the California Consumer Privacy Act of 2018 (California Civil Code §§ 1798.100 to 1798.199) and its implementing regulations, as amended or superseded from time to time (the "CCPA"), and is effective upon the date that the CCPA enters into operation, California law may permit you to request information regarding the: (i) categories of personal information (as defined by applicable California law) collected, sold or disclosed by us; (ii) purposes for which categories of personal information collected by us are used; (iii) sources of information from which we collect personal information; and (iv) specific pieces of personal information we have collected about you.

In addition, if you are a consumer, you may: (i) opt-out of the sale or disclosure of your personal information in some circumstances; (ii) opt-out of receiving marketing communications from us. However, you may still receive administrative communications regarding the services; and (iii) request deletion of your personal information by our service providers and us, in some circumstances.

The CCPA also provides consumers with the right not to receive discriminatory treatment by a business for the exercise of these rights regarding personal information. You can make requests related to your California privacy rights using the contact information below.

IMAGES

Images contained on this website are prohibited from downloading, republication, retransmission, reproduction, or other uses with consent from FHC.

DATA RETENTION

We will only retain your personal data for as long as necessary to fulfill the purposes for which it was collected and processed, including for the purposes of satisfying any legal, regulatory, accounting, or reporting requirements. To determine the appropriate retention period for your personal data, we will consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure, the purposes for which we process your data, and whether we can achieve those purposes through other means, and the applicable legal requirements. In some circumstances, we may anonymize your personal data so that it can no longer be associated with you, in which case it is no longer personal data. Upon expiration of the applicable retention period, we will securely destroy your personal data in accordance with applicable laws and regulations.

CHANGES TO THE TERMS OF USE

FHC has the discretion to update these Terms of Use at any time. When we do, we will revise the updated date at the bottom of this page. We encourage users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that you must review these Terms of Use periodically and become aware of modifications.

YOUR ACCEPTANCE OF THESE TERMS

By using this site, you signify your acceptance of these terms. If you do not agree, please do not use our site. Your continued use of the site following the posting of changes to this policy will be deemed your acceptance of those changes. For newsletter subscriber: To unsubscribe or opt out, users can use the 'unsubscribe' link found at the bottom of any email to be removed from our mailing list immediately.

CONTACT US

If you have any questions about these Terms of Use, the practices of this site, or your dealings with this site, please contact us at:

Family Health Center of Marshfield, Inc.
1307 North Saint Joseph Avenue
Marshfield, WI 54449
1-800-942-5420
familyhealthcenter@familyhealthcenter.org