

Privacy Policy

Effective Date: May 27, 2026

Palmetto Pediatrics & Manasota Pediatrics (“Palmetto Pediatrics,” “we,” “our,” or “us”) respects your privacy and is committed to describing our website information practices in a clear and transparent manner. This Privacy Policy explains how we collect, use, disclose, and otherwise process information through this website and any other Palmetto Pediatrics & Manasota Pediatrics website or webpage that links to or references this Privacy Policy (collectively, the “Site”).

This Privacy Policy applies only to information collected through the Site. It does not apply to information collected through patient portals, online scheduling tools, secure messaging tools, electronic health record systems, or other third-party platforms used for patient care, appointment scheduling, billing, or clinical communications, even if those platforms are linked from the Site. Those services operate under their own terms, privacy notices, and, where applicable, HIPAA notices.

By accessing or using the Site, you acknowledge this Privacy Policy. If you do not agree with this Privacy Policy, do not use the Site.

Except as described in this Privacy Policy, we do not sell or rent personal information collected through the Site. We may update this Privacy Policy from time to time, and the most current version will be posted on the Site with a revised effective date.

TYPE AND USES OF INFORMATION WE COLLECT FROM YOU

Personally Identifiable Information

In general, you may visit the Site without directly providing personal information. In some circumstances, however, we may collect information that identifies or relates to you when you choose to provide it to us.

For example, if you contact us through a general inquiry form, send us an email, request non-clinical information, or otherwise choose to communicate with us through the Site, we may receive information such as your name, email address, telephone number, practice location of interest, and the contents of your message.

Our websites are informational in nature. We do not intend for visitors to submit personal health information, medical records, insurance information, Social Security numbers, financial account information, or other highly sensitive information through general website forms or general website email channels. Please do not submit that type of

information through general website communications unless you are specifically directed to a secure third-party platform designed for that purpose.

We may use information you provide through the Site to:

- respond to your questions or requests;
- provide general customer service or practice information;
- route your inquiry to the appropriate office or team;
- maintain and improve the Site and related services;
- monitor and improve our communications and operations; and
- protect the security and integrity of the Site.

If you request an appointment, refill, records assistance, portal access, or another patient-related service through a link on the Site, you may be directed to a third-party platform. Information submitted through that platform is not governed by this Privacy Policy and is instead governed by the applicable third party's privacy practices and legal notices.

If we receive repeated general questions from website visitors, we may develop general informational content, such as FAQs or website updates, based on common themes. We do not identify individual users in doing so.

INFORMATION AUTOMATICALLY COLLECTED

When you visit the Site, we and our service providers may automatically collect certain information from your browser, device, or activity on the Site. This helps us understand how the Site is being used, improve website functionality and content, evaluate communications and outreach efforts, and support security and administration.

Links, Embedded Content, and Buttons

The Site may contain links to external websites, embedded content, maps, videos, scheduling links, social media features, or other third-party tools and services. Those third parties may collect information about your interaction with their content or services, including through cookies, pixels, or similar tracking technologies. We are not responsible for the privacy practices, content, or security of third-party websites or services. We encourage you to review the privacy policies of those third parties before providing information or interacting with their services.

Information From Your Computer and Device

We or our service providers may collect information about the device and browser you use to access the Site. This may include:

- IP address;

- browser type and version;
- device type and device characteristics;
- operating system;
- language preferences;
- referring website or source;
- date and time of access;
- pages viewed;
- links clicked;
- interactions with website features; and
- approximate location information, such as city or region, derived from IP address and generally used in aggregated or de-identified form.

We use this information for purposes such as:

- operating, maintaining, and securing the Site;
- analyzing website traffic and visitor behavior;
- measuring Site performance;
- improving content, navigation, and user experience;
- understanding the effectiveness of communications and outreach; and
- diagnosing technical or service issues.

Cookies

The Site may use cookies and similar technologies to support website functionality, remember preferences, measure traffic, understand how users interact with the Site, and evaluate outreach and marketing efforts. Cookies are small data files placed on your browser or device. Some cookies are session-based and expire when you close your browser; others may persist for a longer period.

You may be able to manage cookies through your browser settings. Disabling or limiting cookies may affect certain Site functionality.

Third-Party Service Providers and Analytics

We may use third-party tools and service providers to host the Site, analyze traffic, improve Site performance, support marketing and communications efforts, and assist with operational functions. Depending on the services used, those providers may collect information such as cookies, device identifiers, IP addresses, event data, and browsing behavior on the Site.

For example, we may use analytics tools such as Google Analytics 4 and similar technologies to measure website traffic and usage trends. These tools help us understand,

for example, which pages are visited, how users arrive at the Site, and what general actions are taken on the Site. We may also use call tracking technologies, including dynamic phone numbers, to understand how users arrive at the Site and whether website visits result in phone calls to our offices. Calls may be recorded with an automated disclosure and may be used for quality assurance, training, call categorization, and marketing attribution purposes. Recorded calls are not used as marketing content or promotional material.

We may also use advertising and social media technologies, including pixels, tags, buttons, or similar tools, to measure traffic and the effectiveness of certain campaigns or outreach efforts. These technologies may be provided by third parties and governed by those third parties' own policies and practices.

We do not state or guarantee that all information collected through analytics or advertising tools is anonymous in every case. Instead, where applicable, we seek to configure these tools in a manner appropriate for an informational healthcare website and not to intentionally collect personal health information through the Site.

Web Beacons and Similar Technologies

We or our service providers may use web beacons, tags, pixels, or similar technologies on the Site or in certain communications. These technologies may help us determine whether a communication was opened, whether a link was clicked, how users move through the Site, and the general effectiveness of website content or outreach efforts.

Combining Information

We may combine information collected through the Site with other information lawfully available to us for purposes such as improving operations, responding to inquiries, maintaining accurate records, measuring communications effectiveness, and protecting the Site and our business. We do not combine website data with clinical records for advertising purposes through the Site.

SHARING OF YOUR INFORMATION

We do not sell or rent personal information collected through the Site to third parties for their own independent use.

We may share information collected through the Site in the following circumstances:

With Service Providers

We may share information with vendors, consultants, contractors, and service providers who perform services on our behalf, such as website hosting, analytics, communications

support, reputation management, call tracking, security, and related operational services. These parties may process information on our behalf subject to contractual or legal restrictions, including data processing agreements or business associate agreements where applicable.

Website vendors generally do not receive personal health information through the Site itself. To the extent a vendor supports a patient-facing system that operates outside the Site, information collected through that separate system is governed by that platform's applicable policies and notices.

With Practice Affiliates and Operational Partners

We may share limited information internally or with affiliated entities or operational support partners as reasonably necessary to respond to your inquiry, support operations, maintain the Site, or administer services related to the Site.

For Legal, Security, and Protection Purposes

We may use or disclose information if we believe in good faith that doing so is appropriate or necessary to:

- comply with applicable law, regulation, legal process, or governmental request;
- enforce our rights, terms, or policies;
- investigate fraud, security issues, or technical problems;
- protect the safety, rights, or property of Palmetto Pediatrics & Manasota Pediatrics, our users, our patients, or others; or
- establish, exercise, or defend legal claims.

Business Transfers

If Palmetto Pediatrics & Manasota Pediatrics is involved in a merger, acquisition, reorganization, financing, due diligence process, bankruptcy, sale of assets, or similar transaction, information collected through the Site may be transferred or disclosed in connection with that transaction, subject to applicable law.

OTHER INFORMATION PRACTICES

Access, Updates, and Communications Preferences

If you would like to contact us regarding information you have submitted through the Site, or if you would like to request that we update certain contact information or honor a communications preference, you may contact us using the information provided below. Depending on the nature of the request, we may need to verify your identity before taking action.

Please note that we may not always be able to identify, isolate, review, or delete all information associated with you from every system, particularly where the information is maintained in backups, logs, or vendor-controlled systems, or where retention is required for legal, security, or operational purposes.

If you are a patient or parent/guardian of a patient and your request relates to patient records, portal activity, appointment communications, billing, or clinical information, your request may need to be directed through the appropriate patient-facing platform or office process rather than through the Site.

Security

We take commercially reasonable steps to protect information collected through the Site and rely in part on our third-party vendors to provide security measures for the services they support. However, no website, internet transmission, or electronic storage system can be guaranteed to be completely secure.

As a result, we do not and cannot guarantee the security of information transmitted through the Site or through the internet generally. Any transmission of information to us is at your own risk.

Children's Privacy

The Site is intended for use by parents, legal guardians, caregivers, and other adults. It is not directed to children under 13, and we do not knowingly collect personal information directly from children through the Site.

To the extent website inquiries relate to a child patient, those inquiries should be submitted by a parent, legal guardian, or other authorized adult. If you believe a child has provided personal information directly through the Site without appropriate authorization, please contact us so that we may review and address the matter as appropriate.

Patients and Third-Party Patient Platforms

The Site itself is not intended to function as a patient portal, secure messaging platform, or clinical intake system. Appointment scheduling, patient communications, and other patient interactions may occur through third-party, HIPAA-compliant systems that operate outside the Site. Any information submitted through those systems is governed by the applicable platform's privacy practices, terms, and legal notices.

Registered patients may receive communications through third-party clinical and patient engagement systems, including by email or text message, regarding matters such as operational notices, practice updates, appointment reminders, well-visit reminders,

vaccination reminders, and similar care-related or practice-related communications. Those communications are managed through the applicable systems and processes, and applicable opt-out options may vary depending on the communication type and legal requirements.

Reviews, Surveys, and Feedback

We may use third-party reputation management or survey vendors to collect patient feedback or facilitate review requests after visits. Feedback and reviews may be collected by email or text message through those vendors. Publicly posted reviews may be referenced for marketing or informational purposes only after removing identifying details such as names, usernames, profile photos, and dates, as appropriate. Private survey responses are not publicly disclosed by us as testimonials.

Social Media

We may maintain social media pages or accounts for general informational and engagement purposes. Information you post publicly on those platforms is governed by the privacy practices of the relevant platform. We do not request or solicit personal health information through social media. Please do not post medical or other sensitive information on our social media pages.

Retention

We retain information collected through the Site for periods reasonably necessary for the purposes described in this Privacy Policy, as permitted or required by applicable law, and consistent with legal, compliance, security, dispute resolution, recordkeeping, and operational needs. Retention periods may vary depending on the type of information and the context in which it was collected.

Do Not Track

At this time, the Site may not respond to browser-based “Do Not Track” signals in a uniform way.

State Privacy Rights

Certain states may provide residents with specific privacy rights regarding personal information. To the extent applicable law grants you rights regarding information collected through the Site, you may contact us using the information below. We will review and respond to requests as required by applicable law and subject to any relevant exceptions, limitations, and verification requirements.

Changes to this Policy

We may revise this Privacy Policy from time to time. The most current version will be posted on the Site with an updated effective date. Your continued use of the Site after changes become effective constitutes your acknowledgment of the revised Privacy Policy.

Subject to Site Terms of Use

To the fullest extent permitted by law, this Privacy Policy is subject to the Terms of Use for the Site, including any applicable provisions regarding disclaimers, limitations of liability, and dispute resolution.

Contacting Us

If you have questions about this Privacy Policy or the information practices of the Site, please contact: compliance@uspediatricpartners.com

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