

Privacy Policy: Your Privacy Rights

The Effective Date of this Privacy Policy is November 10, 2022.

OVERVIEW

This “Privacy Notice” describes how Key to Change Wellness, LLC and Key to Change Chiropractic, LLC (“Key to Change,” “our,” “us” or “we”) collect, use and share information about you (“Personal Information”) and what privacy choices we offer you when you use our Application (defined in the Terms of Use).

By using the Services (defined in the Terms of Use), you are accepting and consenting to the practices described in this Privacy Notice.

INFORMATION COLLECTION AND USE

Through your use of the Application and participation in the Services, we may collect Personal Information from you if you choose to provide it, or other users of the Application during performance of the Services including:

Your name, email, username, phone number, company and address, (“Contact Information”),
Your occupation, date of birth, age, biological sex, health history, symptoms, conditions, medications, prior injuries, prior treatments, exercise and physical activities, and other treatment or health-related information (“Treatment Information”),
Pages and products viewed, emails from us that you opened, browser type, operating system, IP address and device information (“Analytical Information”),
Protected Health Information (as defined in 45 CFR §160.103), and
Your mobile operating system (OS), a mobile device identifier embedded by us, or other commonly used mobile device identifier.

We use your information for the following purposes:

Performance of the Services: We use your Contact Information, Treatment Information, and Protected Health Information to perform the Services. This includes providing your Contact Information, Treatment Information, and Protected Health Information to Providers as needed to provide physical therapy-related services as requested by you.

Customer Service: We use your Contact Information to receive and respond to your questions about the Services.

Feedback: We use your username, email address, products and services purchased, and other user-generated content you may provide when you rate and review our products and services.

Website Registration: We use your Contact Information when you create an account through any of our Services in order to provide you a more personalized user experience.

Analytics: When you use the Services, we automatically collect and use Analytical Information in order for us to continually improve your experience with our Services.

Additional Products and Services: We may use your Contact Information to contact you about products or services of Key to Change or its affiliates or partners that we believe may be of interest to you.

Location-Based Services: We may use your current location, provided address and/or zip code to provide you the Services.

We may also use your Personal Information in other ways that are consistent with the above-described purposes and to otherwise administer the Applications and provide our Services to you.

PAYMENT INFORMATION

All payments for transactions through the Application will be processed using a third-party payment provider. Key to Change does not collect or store your payment information. All payments will be governed by the terms of use of the third-party payment provider, which can be accessed here: <https://squareup.com/us/en/legal/general/privacy>.

SECURITY

We maintain commercially reasonable technical and organizational measures to protect your Personal Information, including assuring that Providers and other third-party service providers who access or handle Personal Information on our behalf and affiliates maintain such safeguards. We shall comply with the requirements of Health Insurance Portability and Accountability Act ("HIPAA") to the extent applicable.

However, no method of Internet transmission or electronic storage is 100% secure or error-free, so it is never possible to guarantee absolute security. You must protect against unauthorized access to your password and to your computer, and be sure to sign off when finished using a shared computer. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), please immediately notify us by email kelly@keytochangewellness.com

Where we have given you (or where you have chosen) a password which enables you to access certain portions of the Application, you are responsible for keeping this password confidential. You should not share your password with anyone.

COOKIES

We use "cookies," a small text file transferred to your device, along with similar technologies (e.g., internet tag technologies, web beacons and embedded scripts) to help provide you a better, more personalized user experience. These technologies are used to:

Make the user experience more efficient.

Remember your preferences (e.g., browsing language, account login information)

Help us understand and improve how visitors use the Application, including which of our pages and products are viewed most frequently.

Although not all cookies and similar technologies that we use are required for you to use the Services, disabling these technologies altogether may prevent the Services from working properly and disable features that allow you to take full advantage of the Services we offer.

The Options/Settings section of most internet browsers will tell you how to manage the cookies and other technologies that may be transferred to your device, including how to disable such technologies. You can disable our cookies or all cookies through your browser settings.

We may allow third parties to place cookies on your device through the Services to help us understand and improve how visitors use the Application, including which of our pages and products are viewed most frequently. The use of third-party cookies is not covered by our Privacy Notice. We do not have access or control over these cookies. If you continue to use the Application, we will assume you agree to the use of these cookies. You may visit the following links from our third-party providers to opt-out of their tracking and learn about their privacy practices:

GOOGLE ANALYTICS:

To view Google's privacy policy, please visit: <http://www.google.com/policies/privacy/>.

To opt-out, please download and install the Google Analytics opt-out browser add-on by visiting: <https://tools.google.com/dlpage/gaoptout>.

DO NOT TRACK

Some web browsers incorporate a "Do Not Track" (DNT) feature that signals to websites you visit that you do not want to have your online activity tracked. Given that there is not a uniform way that browsers communicate the "Do Not Track" signal, the Application does not currently interpret, respond to or alter its practices when it receives "Do Not Track" signals.

INFORMATION SHARED WITH THIRD PARTIES

We only share your Personal Information with companies, organizations and individuals outside of Key to Change as described below:

PROVIDERS. We may share your Personal Information to Providers on the Application in order to facilitate and coordinate transactions between you and Providers and to enable Providers to provide coaching, chiropractic or physical therapy-related services as requested by you. Providers are authorized to use your Personal Information solely for treatment purposes.

SERVICE PROVIDERS. We may share your Personal Information with affiliated and unaffiliated companies that perform tasks on our behalf related to our business. Such tasks include processing payments, electronic visit verification, locational services, analyzing website or mobile application usage data, customer service, electronic and postal mail service, marketing services, and calculating, managing and reporting sales tax. Third-party service providers only receive your Personal Information as necessary to perform their role, and we instruct them not to use your Personal Information for any other purposes.

AS REQUIRED or APPROPRIATE by LAW. We will use and disclose your Personal Information as necessary or appropriate:

under applicable law, including laws outside your country of residence, to comply with legal process and to respond to requests from public and government authorities, including public and government authorities outside your country of residence;

to enforce our terms and conditions, including investigations of potential violations thereof;

to detect, prevent or otherwise address fraud, security or technical issues;

to protect our operations or those of any of our affiliates; to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and to allow us to pursue available remedies or limit the damages that we may sustain.

BUSINESS TRANSFERS. As we continue to develop our business, we might sell or buy brands, stores, subsidiaries or business units. We may share and/or transfer your Personal Information with a third party in such transactions (including but not limited to, any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, brands, affiliates, subsidiaries or other assets), customer information generally is one of the transferred business assets, but remains subject to the promises made in any pre-existing Privacy Notice.

Based on Your Consent. We may share or disclose your Personal Information at your direction.

We may share aggregated data that has been anonymised (so that you are not identified) with our partners – like publishers, advertisers or connected sites and make this publicly available. For example, we may share information publicly to show trends about the general use of our services or products.

ACCESSING the SERVICES from OUTSIDE the UNITED STATES

Personal Information collected through the Services may be stored on servers that are located within the United States or in countries outside the United States. By using any of our Services, you consent to the collection, use, and disclosure of your information as described in this Privacy Notice, including the transfer of your information between the United States and other countries where we and our contractors may operate. You may withdraw your consent at any time by contacting us. Prior uses and disclosures will not be affected (unless required by applicable law), and we may otherwise continue to process your Personal Information in accordance with our statutory obligations and internal policies and procedures.

YOUR CHOICES

If you have created an online account with us and would like to update the information you have provided to us, you can access your account on the Application to view and make changes or corrections to your information. We will retain your Personal Information for as long as necessary to fulfill the purposes outlined in this Privacy Notice, unless a longer period is required or allowed by law.

Notice to California residents

We do not disclose your Personal Information to any third party for such third party's direct marketing purposes. Thus, under California Civil Code Sections 1798.80-1798.84, upon your request, we have no obligation to provide you further information. Any inquiries regarding the Terms of Use or, specifically, this Privacy Policy can be directed to the contact identified below.

Notice to Utah residents

We do not disclose your Personal Information to any third party for such third party's direct marketing purposes.

COMMITMENT to CHILDREN'S PRIVACY

Applicant strives for compliance with the Children's Online Privacy Protection Act, 15 U.S.C., §§ 6501-06 and 16 C.F.R., §§ 312.1-312.12 and, as a result, the Application does not permit users under 18 years of age to become users, and we do not intentionally collect information from children under 18 years of age. By using the Application, you represent that you are 18 years of age or older.

POLICIES of OTHER WEBSITES

The Application may contain links to third-party websites not owned or controlled by us. We are not responsible for the privacy policies of any third-party websites which you may access through a third-party link. Further, these third-party websites may have privacy policies that differ from this Privacy Policy. We disclaim all responsibility for the privacy practices of such other third-party websites. You should read the privacy policies of each third-party website you visit to determine what information each third-party website may be collecting about you and how they intend to use such information.

CHANGES

We may update this Privacy Notice from time to time. Please check the "Effective Date" at the top of this page to see when this Privacy Notice was last revised. Unless otherwise noted, any changes we make to this Privacy Notice will become effective immediately once posted on this page. Your continued use of the Services following any changes to this Privacy Notice indicates your consent to the practices described in the revised Privacy Notice. Unless stated otherwise, our current Privacy Notice applies to all information that we have about you and your account.

CONTACTING US

If you have any questions about this Privacy Notice, please contact us:

By Email: kelly@keytochangewellness.com