

# Website Privacy Policy

Last modified: March 28, 2025

## Introduction

Lamb Health DPC respects your privacy and is committed to protecting it through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit our website <https://lambhealthdpc.com/> and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect:

- On this Website.
- In email, text, and other electronic messages between you and this Website.
- Through mobile and desktop applications you download from this Website, which provide dedicated non-browser-based interaction between you and this Website.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this privacy policy.

## Children Under the Age of 13

Our Website is not intended for children under 13 years of age. No one under age 13 may provide any information to the Website without verification of parental consent. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this Website. If we learn we have collected or received personal

information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from a child under 13, please contact us at (480) 440-8666.

Arizona residents under 16 years of age may have additional rights regarding the collection and sale of their personal information. Please see “Your State Privacy Rights” below for more information.

## **Information We Collect About You and How We Collect It**

We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, postal address, email address, telephone number, signature, social security number or any other identifier by which you may be contacted online or offline ("personal information");
- That is about you but individually does not identify you; and/or
- About your internet connection, the equipment you use to access our Website, and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies.

## **Information You Provide to Us**

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to use our Website, subscribing to our service, or requesting further services. We may also ask you for information when you report a problem with our Website.
- Records and copies of your correspondence (including phone numbers or email addresses) with

us and your doctor.

- Your search queries on the Website.

## **Information We Collect Through Automatic Data Collection Technologies**

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including details of your visits to our Website (including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website) and information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically may include personal information, or we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Recognize you when you return to our Website.
- Speed up your login and site interaction.

The technologies we use for this automatic data collection may include:

- Cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- Web Beacons. Pages of our Website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

## **How We Use Your Information**

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us.
- To provide you with notices about your account, including expiration and renewal notices.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We will not sell the personal information, including any sensitive personal information, we collect or share it with third parties for cross-context behavioral advertising.

## **Disclosure of Your Information**

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or you provide as described in this privacy policy:

- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes, described above, for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our Website users is among the assets transferred.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Lamb Health DPC, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

## **Accessing and Correcting Your Information**

You can review and change your personal information by logging into the Website and visiting your account profile page.

You may also send an email to us to request access to, correct or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

## **Your State Privacy Rights**

State consumer privacy laws may provide their residents with additional rights regarding our use of their personal information.

Colorado, Connecticut, Virginia, and Utah each provide their state residents with rights to:

- Confirm whether we process their personal information.
- Access and delete certain personal information.
- Data portability.
- Opt-out of personal data processing for targeted advertising and sales.

Colorado, Connecticut, and Virginia also provide their state residents with rights to:

- Correct inaccuracies in their personal information, taking into account the information's nature processing purpose.
- Opt-out of profiling in furtherance of decisions that produce legal or similarly significant effects.

To exercise any of these rights please send an email to us.

Nevada provides its residents with a limited right to opt-out of certain personal information sales. However, please know we do not currently sell data triggering that statute's opt-out requirements.

## **Data Security**

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. Any payment transactions will be encrypted.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website. Further, should you elect to communicate with your doctor through our system via app, texting, emailing, or calling, or other similar methods, you recognize and understand that such communication is less secure.

## **Changes to Our Privacy Policy**

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you by email to the email address specified in your account and through a notice on the Website home page. The date the privacy policy was last revised is identified at the bottom of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

## **HIPAA at Lamb Health DPC**

As a key provider of services and technology to the healthcare industry, Lamb Health DPC has implemented programs to address the transaction standards, and the privacy and security implications of the rules promulgated pursuant to the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”). As required by HIPAA, a Notice of Privacy Policies is available upon request and will be provided to all covered participants and beneficiaries and to new enrollees in applicable Lamb Health DPC plans. Further, copies of this policy will be physically furnished to all applicable individuals. If you have any questions about HIPAA at Lamb Health DPC, or would like to request a copy of the Notice of Privacy Policies, please e-mail us.

## **SMS Terms & Conditions**

**\*\*\*SMS consent or phone numbers collected for SMS purposes will not be shared under any circumstances for marketing purposes.\*\*\***

### **1. SMS Consent Communication:**

The phone numbers collected during the SMS consent process will not be shared with third parties for marketing purposes.

### **2. Types of SMS Communications:**

If you have consented to receive text messages from **Lamb Health Direct Primary Care**, you may receive messages related to the following: Conversational SMS messages regarding:

- Schedule Appointments
- Fill Medications
- Schedule Upcoming therapy and procedures.

### **3. Message Frequency:**

Message frequency may vary based on the type of communication. You may receive up to 40 messages per day, back and forth, depending on your engagement.

#### **4. Potential Fees for SMS Messaging:**

Please note that standard message and data rates may apply, depending on your carrier's pricing plan. These fees may differ if the message is sent domestically or internationally.

#### **5. Opt-In Method:**

You may opt in to receive SMS messages from **Lamb Health Direct Primary Care** in the following way:

- Verbally, during a conversation, we ask our customers, "Do you consent to receive Conversational SMS from Lamb Health Direct Primary Care?" Reply STOP to opt out; Reply HELP for support; message and data rates may apply; messaging frequency may vary. Visit our [privacy policy](#) to see our privacy policy and our Terms and conditions.
- They fill out a website form where you can read the following sms consent: By checking this box, I consent to receive Conversational SMS from Lamb Health Direct Primary Care. Reply STOP to opt-out; Reply HELP for support; Message & data rates may apply; Messaging frequency may vary. Visit our [privacy policy](#) to see our privacy policy and our Terms and conditions.
- 

#### **6. Opt-Out Method:**

You can opt out of receiving SMS messages at any time. To do so, simply reply "STOP" to any SMS you receive. Alternatively, you can contact us directly to request removal from our messaging list.

#### **7. Help:**

If you are experiencing any issues, you can reply with the keyword HELP. Or, you can get help directly from us at 480-440-8666

#### **Additional Options:**

If you do not wish to receive SMS messages, you can choose not to check the SMS consent box on our forms.

#### **8. Standard Messaging Disclosures:**

- Message and data rates may apply.
- You can opt out at any time by texting "STOP."
- For assistance, reply with the word "HELP" or contact **Lamb Health Direct Primary Care** directly at 480-440-8666
- Visit our [privacy policy](#) to see our privacy policy and our Terms and conditions.
- Messaging frequency may vary.