

## WEBSITE PRIVACY NOTICE

*Effective Date: March 2025*

This Privacy Notice describes the information Asthma & Allergy Associates of Michigan (“**Practice**”, “**we**”, “**our**”, or “**us**”) collects, how we use and retain this information, with whom we share it, and the choices you have in connection with these activities. This Privacy Notice applies to www.allergyctr.com a website owned and operated by us (“**Website**”), and any other technologies, products, or services from which this Privacy Notice is linked or displayed (collectively, the “**Services**”).

### HIPAA

This Privacy Notice does not apply to our processing of your Protected Health Information. If you interact with the Services as a recipient of Practice’s health and medical services, Practice may collect and store your Protected Health Information (“PHI”) (as defined by the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”)) as a Covered Entity under HIPAA in our capacity as health care provider. For information on how we collect, use, and share your PHI, please refer to Practice’s Notice of Privacy Practices that are provided to you at new patient registration. Alternatively, when we receive personal information about you from your health care provider (who is not an employee of Practice) or create, receive, maintain, or transmit PHI on behalf of your health care provider, we are acting as a Business Associate (as defined by HIPAA) to your health care provider. Therefore, we must comply with HIPAA and our agreement with your health care provider. For information on how we handle your PHI on behalf of your third-party health care provider, please refer to your health care provider’s Notice of Privacy Practices.

### 1. PERSONAL INFORMATION WE COLLECT, HOW WE USE IT, AND HOW WE SHARE IT

When you interact with our Services, we collect your personal information. Personal information is information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household.

#### A. When you visit our Website

- **Contact Us.** When you complete the “Contact Us” form on our Website, we will collect your identifiers (name, email address), and any other information you wish to include in the correspondence to us. We will use this information to respond to your message.
- **Sign up for our Text Messaging Service.** When you consent to receiving SMS text messages from us, we will collect your name and telephone number. We will use this information to communicate with you about your appointments, our services, and promotions and offers. To stop receiving marketing text messages from Company, reply STOP to any of the text messages you have received from Company. For help, you can reply HELP, call us at (248) 549-0777 or email us at [aaa.scheduling@parallelenta.com](mailto:aaa.scheduling@parallelenta.com). *To be clear, your SMS consent and phone number(s) will never be shared with third parties under any circumstances.*

- **Interact with the Services.** In addition to the personal information you provide, we also collect internet and other network activity information automatically via pixels and cookies, pixels to: (i) provide the Services; (ii) track you within the Services; (iii) enhance user experience; (iv) conduct analytics to improve the Services; (v) prevent fraudulent use of the Services and detect unlawful activity; (vi) diagnosis and repair Services errors, and, in cases of abuse, track and mitigate the abuse and (vii) provide targeted advertising.

In particular, below are the third-party marketing and analytics cookies and tracking technologies on our Websites:

- **Google Analytics.** We use Google Analytics to collect information on your use of the Services for its improvement. To collect this information, Google Analytics installs cookies on your browser or reads cookies that are already there. Google Analytics also receives information about you from applications you have downloaded that partner with Google. We do not combine the information collected through the use of Google Analytics with personal information. Google's ability to use and share information collected by Google Analytics about your visits to our Websites or to another application which partners with Google is restricted by the Google Analytics [Terms of Use](#) and [Privacy Policy](#). To prevent your data from being used by Google Analytics, you can download the Google Analytics opt-out browser add-on, which can be accessed [here](#).
- In general, to disable cookies and limit the collection and use of information through them, you can set your browser to refuse cookies or indicate when a cookie is being sent. When you opt-out an opt-out cookie will be placed on your device. The opt-out cookie is browser and device specific and will only last until cookies are cleared from your browser or device. You can also manage your cookie preferences via our cookie management platform.

## 2. HOW WE SHARE AND DISCLOSE YOUR INFORMATION

We and our service providers will share the information we collect from and about you for the following business and operational purposes:

- **Service Providers:** We may provide access to or share your information with select third parties who perform services on our behalf. These service providers are described more specifically in the **PERSONAL INFORMATION WE COLLECT, HOW WE USE IT, AND HOW WE SHARE IT** section of this Notice. Generally, these service providers perform services on our behalf such as data storage, security, fraud prevention, and IT.
- **Affiliates and Subsidiaries:** We share your personal information within Practice, including with our affiliated organizations for the legitimate business purposes of efficiently and effectively providing the Services, such as accounting and customer support. Access to your personal information is limited to those on a need-to-know basis. We also provide access to or share your information with current or future affiliates and subsidiaries for the purposes described in this Privacy Notice.

- **For legal purposes.** We will share your personal information where we are legally required to do so, such as in response to court orders, law enforcement or legal process, including for national security purposes; to establish, protect, or exercise our legal rights, as required to enforce our terms of service or other contracts; to defend against legal claims or demands; to detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to the rights, property, or personal safety of any person; or to comply with the requirements of any applicable law.
- **Business Transfers:** In the event that we enter into, or intend to enter into, a transaction that alters the structure of our business, such as a reorganization, merger, acquisition, sale, joint venture, assignment, consolidation, transfer, change of control, or other disposition of all or any portion of our business, assets or stock, we would share personal information with third parties, including the buyer or target (and their agents and advisors) for the purpose of facilitating and completing the transaction. We would also share personal information with third parties if we undergo bankruptcy or liquidation, in the course of such proceedings.
- **Your Consent:** If you have consented to our sharing of your information, we will also share your information consistent with your consent. You may withdraw your consent at any time.

### 3. **THIRD-PARTY LINKS AND FEATURES**

The Website may contain links to third-party websites (i.e., payment portal, job portal) or third-party plug-ins (e.g., Facebook, Instagram, and X/Twitter). If you choose to use these services, we are not responsible for the content or practices of such third-party websites or services. The collection, use, and disclosure of your information will be subject to the privacy policies of the third-party websites or services, and not this Privacy Notice. We urge you to read the privacy and security policies of these third parties.

### 4. **ADDITIONAL INFORMATION FOR RESIDENTS OF CERTAIN JURISDICTIONS**

Your local laws may entitle you to additional information or permit you to exercise certain rights with respect to the information we collect from and about you. Please note that your rights vary depending upon your residence, and that we may request you provide us with information necessary to confirm your identity before responding to your request as required or permitted by applicable law. Certain information may be exempt from such requests under applicable law. For example, we need certain types of information so that we can provide the Services to you or to comply with a legal obligation. In some circumstances, if you still ask us to delete your information, you may no longer be able to access or use our Services.

### 6. **CHILDREN'S PRIVACY**

The Services are intended for adults only. We do not knowingly solicit any information from individuals under the age of sixteen (16) years old, nor do we knowingly market or otherwise target our websites or its products or services to children.

If we become aware that a visitor to our websites is under the age of sixteen (16) years old, we will remove his or her personal data from our files. We also comply with other age restrictions and requirements in accordance with applicable local laws.

If you believe we might have information from or about a child under the age of sixteen (16), please contact [aaa.scheduling@parallelenta.com](mailto:aaa.scheduling@parallelenta.com) .

## **DO NOT TRACK**

Do Not Track (“DNT”) is a privacy preference that users can set in certain web browsers. We do not currently recognize or respond to browser-initiated DNT signals.

## **8. DATA SECURITY**

We take measures to protect your information against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure, or access. However, no method of transmission over the internet, and no means of electronic or physical storage, is absolutely secure. For that reason, we cannot guarantee the security of your information transmitted to, through, or on our Services, and any such transmission is at your own risk.

## **9. CHANGES TO OUR PRIVACY NOTICE**

We reserve the right to amend this Privacy Notice at any time. We will make the revised Privacy Notice accessible through the Services, so you should review the Privacy Notice periodically. You can know if the Privacy Notice has changed since the last time you reviewed it by checking the “Effective Date” at the beginning of this Privacy Notice. If we make a material change to this Privacy Notice, we will provide you with notice in accordance with legal requirements, and obtain your consent, if required.

## **10. CONTACT INFORMATION**

If you wish to contact us regarding our information practices or in relation to this Privacy Notice, please contact us by email at [aaa.scheduling@parallelenta.com](mailto:aaa.scheduling@parallelenta.com) or by telephone at (248) 549-0777 or send us mail to 2600 W 13 Mile Road, Royal Oak, MI 48073.