GDPR PRIVACY NOTICE

Last updated April 07, 2020

Thank you for choosing to be part of our community at Anne Hermann MD, P.A, doing business as Hermann Wellness (“Hermann Wellness”, “we”, “us”, or “our”). We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about our notice, or our practices with regards to your personal information, please contact us at [contact@doctorhermann.com](mailto:contact@doctorhermann.com).

When you visit our website doctorhermann.com, subscribe to communication forums, and use our services, you trust us with your personal information. We take your privacy very seriously. In this privacy notice, we seek to explain to you in the clearest way possible what information we collect, how we use it and what rights you have in relation to it. We hope you take some time to read through it carefully, as it is important. If there are any terms in this privacy notice that you do not agree with, please discontinue use of our Sites, communication forums, and our services.

This privacy notice applies to all information collected through our website (such as doctorhermann.com), and/or any related services, sales, marketing or events via communication forums, icontact and EZTexting (we refer to them collectively in this privacy notice as the "Services").

Please read this privacy notice carefully as it will help you make informed decisions about sharing your personal information with us.

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1. WHAT INFORMATION DO WE COLLECT?

Information collected through our website and other “services”

*In Short:*  *We may collect information regarding your contact information and demographics (such as first and last name, location).*

If you use our “services”, we may also collect the following information:

* *Email address and cell phone number.*

2. HOW DO WE USE YOUR INFORMATION?

*In Short:*  *We process your information for purposes based on legitimate business interests, the fulfillment of our contract with you, compliance with our legal obligations, and/or your consent.*

We use personal information collected via our Services for a variety of business purposes described below. We process your personal information for these purposes in reliance on our legitimate business interests, in order to enter into or perform a contract with you, with your consent, and/or for compliance with our legal obligations. We indicate the specific processing grounds we rely on next to each purpose listed below.

We use the information we collect or receive:

* To send you marketing and promotional communications. We and/or our third party marketing partners may use the personal information you send to us for our marketing purposes, if this is in accordance with your marketing preferences. You can opt-out of our marketing emails and text messages at any time (see the "[WHAT ARE YOUR PRIVACY RIGHTS](https://app.termly.io/dashboard/website/394356/privacy-policy#privacyrights)" below).
* To post testimonials. We post testimonials on our Services or Website that may contain personal information. Prior to posting a testimonial, we will obtain your consent to use your name and testimonial. If you wish to update, or delete your testimonial, please contact us at contact@doctorhermann.com and be sure to include your name, testimonial location, and contact information.
* Deliver targeted advertising to you. We may use your information to develop and display content and advertising (and work with third parties who do so) tailored to your interests and/or location and to measure its effectiveness.
* Administer prize draws and competitions. We may use your information to administer prize draws and competitions when you elect to participate in competitions.
* Request Feedback. We may use your information to request feedback and to contact you about your use of our Services or Website.
* To enforce our terms, conditions and policies for Business Purposes, Legal Reasons and Contractual.
* To respond to user inquiries/offer support to users. We may use your information to respond to your inquiries and solve any potential issues you might have with the use of our Services.
* For other Business Purposes. We may use your information for other Business Purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Services or Website, products, marketing and your experience. We may use and store this information in aggregated and anonymized form so that it is not associated with individual end users and does not include personal information. We will not use identifiable personal information without your consent.

3. WILL YOUR INFORMATION BE SHARED WITH ANYONE?

*In Short:*  *We only share information with your consent, to comply with laws, to provide you with services, to protect your rights, or to fulfill business obligations.*

We may process or share data based on the following legal basis:

* Consent: We may process your data if you have given us specific consent to use your personal information in a specific purpose.
* Legitimate Interests: We may process your data when it is reasonably necessary to achieve our legitimate business interests.
* Performance of a Contract: Where we have entered into a contract with you, we may process your personal information to fulfill the terms of our contract.
* Legal Obligations: We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).
* Vital Interests: We may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved.

More specifically, we may need to process your data or share your personal information in the following situations:

* Consultants. We may share your data with, service providers, contractors or agents who perform services for us or on our behalf and require access to such information to do that work. Examples include: payment processing, data analysis, email delivery, hosting services, customer service and marketing efforts. We may allow selected contractors to use tracking technology on the Services or Website, which will enable them to collect data about how you interact with the Services or Website over time. This information may be used to, among other things, analyze and track data, determine the popularity of certain content and better understand online activity. Unless described in this Policy, we do not share, sell, rent or trade any of your information with these consultants for their promotional purposes.

4. HOW DO WE HANDLE YOUR SOCIAL LOGINS?

*In Short:*  *If you choose to register or log in to our services using a social media account, we may have access to certain information about you.*

Our Services or Website offer you the ability to register and login using your third party social media account details (like your Facebook or Twitter logins). Where you choose to do this, we will receive certain profile information about you from your social media provider. The profile Information we receive may vary depending on the social media provider concerned, but will often include your name, e-mail address, friends list, profile picture as well as other information you choose to make public.

We will use the information we receive only for the purposes that are described in this privacy notice or that are otherwise made clear to you on the Services or Apps. Please note that we do not control, and are not responsible for, other uses of your personal information by your third party social media provider. We recommend that you review their privacy policy to understand how they collect, use and share your personal information, and how you can set your privacy preferences on their sites and apps.

5. HOW LONG DO WE KEEP YOUR INFORMATION?

*In Short:*  *We keep your information for as long as necessary to fulfill the purposes outlined in this privacy notice unless otherwise required by law.*

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy notice, unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements). No purpose in this policy will require us keeping your personal information for longer than the period of time in which users have an account with us.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

6. HOW DO WE KEEP YOUR INFORMATION SAFE?

*In Short:*  *We aim to protect your personal information through a system of organizational and technical security measures.*

We have implemented appropriate technical and organizational security measures designed to protect the security of any personal information we process. However, please also remember that we cannot guarantee that the internet itself is 100% secure. Although we will do our best to protect your personal information, transmission of personal information to and from our Services or Website is at your own risk. You should only access the services within a secure environment.

7. DO WE COLLECT INFORMATION FROM MINORS?

*In Short:*  *We do not knowingly collect data from or market to children under 18 years of age.*

We do not knowingly solicit data from or market to children under 18 years of age. By using the Services or Website, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent’s use of the Services or Website. If we learn that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you become aware of any data we have collected from children under age 18, please contact us at [contact@doctorhermann.com](mailto:contact@doctorhermann.com)

8. WHAT ARE YOUR PRIVACY RIGHTS?

*In Short:*  *You may review, change, or terminate your account at any time.*

If you have questions or comments about your privacy rights, you may email us at [contact@doctorhermann.com](mailto:contact@doctorhermann.com).

Account Information

If you would at any time like to review or change the information in your account or terminate your account, you can:

Contact us using the contact information provided above.

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our Terms of Use and/or comply with legal requirements.

*Opting out of email marketing:* You can unsubscribe from our marketing email list at any time by clicking on the unsubscribe link in the emails that we send or by contacting us using the details provided below. You will then be removed from the marketing email list – however, we will still need to send you service-related emails that are necessary for the administration and use of your account. To otherwise opt-out, you may:

Reply "UNSCRIBE" for emails, or call our offices at (813) 902-9559, (727) 278-3992.

*Opting out of text message marketing:* You can unsubscribe from our marketing text message list at any time by replying “STOP” to 797979, or by contacting us using the details provided below. You will then be removed from the marketing text list – however, we will still need to send you service-related text messages that are necessary for the administration and use of your account. To otherwise opt-out, you may:

Email us at [contact@doctorhermann.com](mailto:contact@doctorhermann.com), or call our offices at (813) 902-9559, (727) 278-3992.

9. CONTROLS FOR DO-NOT-TRACK FEATURES

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track (“DNT”) feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. No uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this privacy notice.

10. DO WE MAKE UPDATES TO THIS POLICY?

*In Short:*  *Yes, we will update this policy as necessary to stay compliant with relevant laws.*

We may update this privacy notice from time to time. The updated version will be indicated by an updated “Revised” date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy notice, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this privacy notice frequently to be informed of how we are protecting your information.

11. HOW CAN YOU CONTACT US ABOUT THIS POLICY?

If you have questions or comments about this policy, please reach out to our Compliance Officer/ Practice Manager, Mandy Brown. She is available by email at: contact@doctorhermann.com or call our offices to speak to her directly at: (813) 902-9559, (727) 278-3992.

Anne Hermann MD, P.A