

# Privacy Policy

We take your privacy seriously. We have established this privacy policy to outline our policies on the collection, use, and disclosure of your information in connection with your use of our website (the “Site”). By accessing the Site, you consent to our collection, use, and disclosure of your information as described in this Privacy Policy. Please note that when listed herein as “our company” or “we,” “us,” or “our.” refers to Palmer Chiropractic and Wellness, LLC, dba. Howell Branch Chiropractic Spine and Injury Center.

## Collection of Information

What information do we collect? We do not collect, use or share any user information which can personally identify you (“Personally Identifiable Information”); however, some of our users may voluntarily provide us with certain Personally Identifiable Information through our Site (such as name, phone number, email address) in order to sign up with our service. We do collect and aggregate certain information through technology, such as cookies, to improve our Site and services.

Why do we collect information? Like many websites, Our company collects information to enhance your experience with our Site, maximize the quality of our services, monitor, update and improve the functionality of our Site, customize our Site to best suit your needs, provide customer support and respond to your inquiries, and comply with our legal obligations.

### 1. Information We Collect Through Technology

- Cookies: We may use cookies, beacons and similar technology to provide the best, customized Site we can and facilitate and enhance your experience. Cookies are files sent to your browser from a web server and may reside, among other places, on your computer, in emails sent to you, and on our web pages. Cookies may transmit information about your use of our Services such as time, frequency and activity on our Site, browser type, search preferences and other data that may, in the future, inform us to provide targeted services for our users. You can control your own privacy levels by disabling cookies in your device or browser settings.
- Analytics: We engage in analytics to process data collected by our Site that enables us to improve our Site. We may use third parties to process the information on an aggregated (not individual) level and develop reports and analysis regarding the usage and browsing patterns of our users.
- Location: We may collect information regarding the computer, mobile /smartphone or another device you use to access our Services, including collecting information on your Internet Protocol (IP) addresses. We do this to measure the effectiveness of our

Site and to better conduct technical systems functions and troubleshooting.

#### Sharing of Information, We Collect

1. To Enhance our Site

Any third party service providers we use for analytics or marketing are restricted from using your information in any way other than providing the services we request of them.

2. To share with Partners

Our company.. also shares your personal (non-financial) information, including but not limited to your contact information with our business partners as we deem fit. Should you not want this information shared, you should not use our service.

#### For Legal Compliance

To comply with the law, our company may be required to produce user information. As a service to our users, we may produce user information if we reasonably believe that doing so will protect the personal safety or property of our users or the general public. We may also disclose user information to protect, defend and enforce our own intellectual property rights, which we will do to the fullest extent of the law.

#### Changes to the Privacy Policy

The Privacy Policy may be modified from time to time at the sole discretion of Our company. Revisions to the Privacy Policy will be posted on this webpage. Such modifications shall become effective once posted on the Site. You agree to this Privacy Policy and any subsequent revisions through your continued use and access of this Site.

#### Terms of Use

These terms and conditions (the “Terms of Use”) govern your use of our company’s website (the “Site”). Through your access or use of the Site, you agree to these Terms of Use and to a legally binding contract with our company. Do not access or use the Site if you are unwilling or unable to be bound by these Terms of Use.

#### A. Content

1. Use of Our Content

The content provided on this Site is for informational and educational purposes only. The information contained herein does not constitute any guarantees, implied or real. Unless otherwise specified, Web Site is for your personal and/or commercial use and limited to the purchaser of the license to use the site. You may not modify, copy, distribute, transmit, display, perform, reproduce, publish, license, create derivative works from, transfer, or sell any information, software, products or services obtained from our company's Web Sites.

2. Ownership of Our Content

The materials used and displayed on this Site, including but not limited to text, photographs, charts, visual graphics, video, interviews, service marks, logos, and names are the property of our company or our affiliates, contractors or licensors. While you may use this content for your personal or commercial use, you acknowledge that this content is protected by intellectual property laws and other federal and state laws. You may not reproduce, transmit, publish, distribute or otherwise use any of our content or any modifications thereof without our prior express written consent or that of our affiliates, contractors or licensors.

3. Use of Your Content

Our company may use your content, including but not limited to photographs, testimonials, visual graphics or video, with or without your prior consent and as our company deems fit, to provide our services, including but not limited to our public site, blogs, newsletters, advertisements, and other services. We may also create derivative works from your content. Through these Terms of Use, once you consent to our use of your content, you acknowledge and grant us the rights to use your content for such purposes without limitation and without any need for a license or payments of any fees, Our company may use, copy, publish, display, distribute, modify, translate, and create derivative works from your content.

B. Legal Disclaimer

The user acknowledges that the content of this Site is provided for informational and educational purposes only. To the fullest extent permitted by law, Our company.. makes no express or implied warranties regarding the content on this Site, including the accuracy, completeness, reliability, applicability, ownership, non-infringement or merchantability of the content.

This disclaimer extends to any and all testimonials, endorsements, statistics, graphics or video provided on this Site, which is provided for informational and educational purposes only and is not guarantees of diagnoses, treatment plans or treatment results. Links to any third party websites are provided for your convenience only; Our company.. does not endorse any third

parties through this Site.

OUR COMPANY, ITS AGENTS OR REPRESENTATIVES SHALL NOT BE LIABLE TO YOU OR ANYONE ELSE FOR ANY LOSS OR INJURY OR ANY DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, PUNITIVE OR SIMILAR DAMAGES ARISING OUT OF YOUR USE OR ACCESS OF THE SITE OR ARISING OUT OF ANY ACTION TAKEN IN RELIANCE UPON, IN RESPONSE TO, OR AS A RESULT OF, ANY INFORMATION AVAILABLE ON THE SITE. YOU HEREBY WAIVE ANY AND ALL CLAIMS AGAINST OUR COMPANY ARISING OUT OF YOUR USE OR ACCESS OF THIS SITE.

#### C. Changes to the Terms of Use

The Terms of Use may be modified from time to time at the sole discretion of our company. Revisions to the Terms of Use will be posted on this webpage. Such modifications shall become effective once posted on the Site. You acknowledge and agree that your access and use of this Site shall be considered an acceptance of these Terms of Use. To prevent that information from being shared, you must discontinue the use of our services understanding that we cannot recall the information shared.