

Benjamin A Cox, D.O., PLLC's Privacy Policy

At our practice, we take your privacy seriously. This Privacy Policy explains how we collect, use, share, and protect your personal information when you visit our website, use our mobile applications, or opt-in for messaging services. Please note that this Privacy Policy does not cover Protected Health Information (PHI) subject to the privacy rules set forth by the Health Insurance Portability and Accountability Act of 1996 (HIPAA). For details on how we handle PHI, please refer to our separate *Notice of Privacy Practices*, which is available at our office locations or online.

This document provides general information and is not intended to offer specific medical advice. It should not replace professional healthcare advice or services. If you have health concerns or are considering a new treatment, please consult with a qualified healthcare provider familiar with your unique health situation.

Collection of Personal Information You Provide

When you use our website or messaging services, you may voluntarily provide personal information, such as when you submit an inquiry, register for an event, or opt-in for communications. By providing this information, you consent to our use of it for the stated purpose. If you choose to provide us with personal information, including completing a web form or sending us an email or message, we will use that information to help us provide you the information or service you have requested or respond to your message.

The types of personal information we may collect include:

- Name
- Email address
- Telephone number
- Zip code
- Other details you voluntarily provide

While providing personal information is optional, please be aware that limiting the information you share may affect your ability to access certain website or messaging features.

Automatically Collected Information

In addition to the information you submit, we use analytics tools and third-party technologies to automatically gather certain data when you visit our website or use our messaging services. This helps us improve the website and tailor our services to better meet your needs. The automatically collected information may include:

- The internet domain from which you access the website

- Your IP address (the unique number assigned to your computer or device)
- The browser type (e.g., Chrome, Firefox, Internet Explorer)
- The date and time of your visit
- The URLs of pages you visit
- Your name, email, and phone number (if provided)

For example, we use a third-party analytics provider that utilizes cookies to support the operation and performance of the website and to analyze visitor interactions.

Cookies are small files transferred to your device that allow the website to remember certain session details. The data generated by cookies is transmitted to and stored by our analytics provider, but it is not personally identifiable.

You can disable cookies through your browser settings if you do not want cookies stored on your device. Instructions for opting out of cookies are available at <https://www.usa.gov/optout-instructions>, though please note that disabling cookies may affect the functionality of certain website features.

Use of Personal Information

We use the personal information we collect to:

- Provide information or services you've requested
- Respond to inquiries or communicate with you in accordance with your preferences and applicable laws
- Facilitate event registration, newsletter subscriptions, and other services
- Improve our website and user experience
- Ensure the security and integrity of our website and messaging services
- Prevent fraudulent, unauthorized, or illegal activities

If you have opted to receive emails from us (e.g., regarding specific activities or events), we may also send you related content that we believe could be of interest to you. If you no longer wish to receive promotional emails, you can opt out using the "unsubscribe" link in the emails. However, please note that we may still send you transactional or administrative emails related to your interactions with us.

We do not sell, rent, or share your personal information with third parties for marketing purposes. We will not disclose personal data related to text messaging opt-ins or message content to third parties.

Information Security

Please be aware that no online data transmission is 100% secure, and we cannot guarantee the security of your information transmitted over the internet. Users of this website and messaging should understand that their transmission of personal or user data is always at their own risk.

Data Storage and Legal Compliance

All user data is collected and stored within the United States, and as such, your information will be governed by U.S. laws, regardless of where you are located.

Links to Third-Party Websites

Our website may contain links to third-party websites. These websites have their own privacy policies, and we encourage you to review them. This Privacy Policy does not apply to the data collected by third-party sites.

Contact Us

If you have any questions or concerns regarding this Privacy Policy or our information practices, please contact us via email or phone. For security reasons, please avoid sending sensitive personal information via email.

Opt Out

To Opt out of SMS messages, respond to the message by typing STOP.

Opt In for SMS contact

By providing Benjamin A. Cox, D.O., PLLC with your mobile number, you opt in to SMS contact.