

## **WESTERN RESERVE PLASTIC SURGERY PRIVACY POLICY**

*Last Updated: September 17, 2012*

This privacy policy ("Policy") explains how personal information is collected, used, disclosed and secured by Western Reserve Plastic Surgery ("Company", "we" or "us") when you ("you", "your", "user") access the Western Reserve Plastic Surgery web site at [www.westernreserveplasticsurgery.com](http://www.westernreserveplasticsurgery.com) (the "Site"). If you do not agree to the terms of this Policy, please do not use the Site(s).

We reserve the right to change the provisions of this Policy at any time. We will alert you that changes have been made by indicating on the Policy the date it was updated. We encourage you to review this Policy from time to time to make sure that you understand how any personal information you provide will be used. Your continued use of the Site(s) following the posting of changes to these terms will mean you accept those changes.

### **What Is Personal Information?**

As used herein, the term "personal information" means information that specifically identifies an individual (such as a name, address, telephone number, mobile number, e-mail address, date of birth, credit card number, social security number), or information about that individual that is directly linked to personal information. Personal information does not include "aggregate information", which is data we may collect about the use of the Site(s) or about a group or category of users, from which individual identities or other personal information has been removed. This Policy in no way restricts or limits our collection and use of aggregate information.

### **How Do We Collect Information, and What Types of Information Do We Collect?**

We collect several types of personal information about you in a number of ways when you visit or use the Site:

#### **Active Collection:**

We collect certain information when you voluntarily provide it, such as if you send us an email or you otherwise provide or request information. Such information may include various types of personal information. Additionally, we may also collect demographic information such as your age, gender, country and zip code of residence, recent purchases, and preferences. This demographic information may be associated with your personal information. If this demographic information is connected with personal information, we will treat the demographic information as personal information.

#### **Passive Collection:**

When you use the Site, some information is also automatically collected, such Internet Protocol (IP) address, operating system, browser type, address of a referring web site, activity on the Site, etc. We treat this information as personal information if we combine it with or link it to any of the personal information mentioned above. Otherwise, it is used in the aggregate only.

We may also automatically collect certain information and monitor user activity through the use of "cookies" (including persistent and/or session cookies) or web beacons (also known as web bugs, pixel tags, tracking pixels, or clear gifs) on the Site. A "persistent cookie" is stored on a user's hard drive until it expires (persistent cookies are set with expiration dates) or until the user deletes the cookie. Persistent cookies help websites remember your information and settings when you visit them in the future. "Session cookies" are cookies that expire upon the conclusion of your visit to a website. These types of cookies are widely used to facilitate a consumer's interaction with a website. If you wish to block, erase, or be warned of cookies on the Site, please refer to your browser manufacturer to learn about these

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functions. However, if you choose to remove or reject cookies, this could affect certain features on the Site. In addition to the above, information provided by cookies, web beacons, or other devices may be used, among other things, to analyze data, to determine the popularity of content, to deliver targeted advertising, to make recommendations to users, to better understand the Site's usage or the effectiveness of Ads, to track user actions/behavior on the Site.

**How Do We Use the Personal Information We Collect?**

We use personal information we collect through the Site for the purposes described in this Policy or elsewhere on the Site. For example, we may use personal and other information we collect to request feedback, communicate with the user, respond to user inquiries/problems, provide recommendations, monitor Site usage trends, send promotional messages, confirmations, or security alerts, prevent fraud, and for any other purpose for which the information was collected.

If you no longer wish to receive email, phone calls, or direct mail from us, you may opt out of all future communications by calling or emailing our office.

**What Personal Information Do We Share With Third Parties?**

We will not share the personal information we collect from you through the Site(s) with third parties, except as described in this Policy or on the Site(s). For example, we may share personal information as follows: to service providers in connection with the operation of the Site and/or the marketing of our products and/or services, upon user request or with user consent, to enforce the Policy, to enter you in sweepstakes, contests or promotions, to comply with law, to prevent fraud, in connection with the sale of Company assets.

Disclosures Required By Law and Disclosures to Help Protect the Security and Safety of Our Websites and Others:

We will disclose personal information when we believe in good faith that such disclosures (a) are required by law, including, for example, to comply with a court order or subpoena, or (b) will help to: enforce our policies; enforce contest, sweepstakes, promotions, and/or game rules; protect your safety or security, including the safety and security of property that belongs to you; and/or, protect the safety and security of our Site(s) or third parties.

**How Can You Modify Or Delete Your Personal Information?**

You may modify or delete the personal information collected through the Site at any time by contacting Company via email and/or phone.

**Does This Policy Apply to Other Websites Linked To From the Site(s)?**

The Site(s) may contain links to other websites. Any personal information you provide on linked pages or applications is provided directly to that third party and is subject to that third party's privacy policy. This Policy does not apply to such linked sites, and we are not responsible for the content or privacy and security practices and policies of these websites or any other sites that are linked to or from the Site(s). We encourage you to learn about their privacy and security practices and policies before providing them with personal information.

**Do We Collect Information From Children Under the Age of 13?**

The Site(s) is not intended for use by children under the age of 13, and Company does not knowingly collect or use any personal information from such children. If we become aware that we have unknowingly collected personal information from a child under the age of 13, we will make commercially reasonable efforts to delete such information from our database.

**What Steps Do We Take To Protect Your Information?**

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We take measures designed to protect your personal information in an effort to prevent loss, misuse, and unauthorized access, disclosure, alteration, and destruction. We provide physical, electronic, and procedural safeguards to protect information we process and maintain. Please be aware, however, that despite our efforts, no security measures are perfect or impenetrable and no method of data transmission can be guaranteed against any interception or other type of misuse.

**Miscellaneous**

This Policy and the privacy practices of Company will be subject exclusively to the laws of the State of Ohio in the United States. Company makes no representation that this Policy and our practices comply with the laws of any other country or jurisdiction. Users of the Site who reside outside the United States do so on their own initiative and are responsible for compliance with local laws, if and to the extent local laws are applicable. If you reside outside of the United States, by using the Site, you consent to the transfer, processing and use of your information outside your country.

**Questions?**

If you have any questions about this Policy, please contact us at [sukane@hotmail.com](mailto:sukane@hotmail.com).