

The staff of South Coast Orthopaedic Associates and South Coast Surgery Center values the privacy of our patients and of our web site users. If you don't find your concern addressed here, feel free to contact us by e-mail or phone.

Privacy Policy Principles

- Any information that you submit to us through our web site, whether through a survey, registration form or e-mail, will be used exclusively by our clinic.
- Your personal information will only be used for the specific reason in which you submitted it.
- Reasonable precautions will be taken to protect your personal information including encryption with SSL technology and passwords, if necessary.
- You will receive e-mail only for information that you have requested or as confirmation of information that you submitted.

We may gather data on web site activity, such as how many people visit the site, the pages they visit, where they come from, how long they stay, etc. The data is collected on an aggregate, anonymous basis, which means no personally identifiable information is associated with the data. This data helps us improve site content and overall usage. This information is not shared with other organizations.

Information Collection and Use

SCOA is the sole owner of the information collected on this site. We will not sell, share, or rent this information to others in ways different from what is disclosed in this statement. We will not sell any customer lists or e-mail addresses. We may, however, disclose personal information if required to do so by law or in the good-faith belief that such action is necessary to (a) conform to applicable law or comply with legal processes; (b) protect and defend our rights or property, the web site, or the users; or (c) act under circumstances to protect the personal safety of users of our web site, or the public.

Cookies

A cookie is a piece of data stored on the user's hard drive containing information about the user. Usage of a cookie is not linked to any personally identifiable information while visiting this web site. Once the user closes the user's browser, the cookie simply terminates. For instance, by setting a cookie on our site, the user would not have to log in a password more than once, thereby saving time while on our site. If a user rejects the cookie, he or she may still use our site. The only drawback to this is that the user will be limited in some areas of our site (i.e., cannot view certain content). Cookies can also enable us to track and target the interests of our users to further develop our web site. Cookies will never be used to retrieve information from your computer that was not originally sent in a cookie. Except as described in this Privacy Policy, we do not use

information transferred through cookies for any promotional or marketing purposes, nor is that information shared with any third parties whatsoever.

Collection of Anonymous Information

In addition to the use of personal information, we may also gather anonymous information, which may be used by us or shared with third parties. Generally this information is collected through "traffic data" and may entail the use of cookies and IP addresses. Such traffic data is used to help determine how our users use parts of the web site so we can analyze trends, administer the site, track user's movement, gather broad demographic information for aggregate use, and ultimately create a better experience for you. IP addresses and other traffic data are not linked to personally identifiable information.

Children and Parents

We encourages all parents to instruct their children in the safe and responsible use of their personally identifiable information (name, address, telephone number, or e-mail address) while using the Internet.

Links

This web site contains links to other sites. Please be aware that we have no responsibility for, and makes no express or implied warranties or representations about, the privacy practices of those web sites. We are not responsible for content provided on those sites or for the validity of content on those sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every web site that collects personally identifiable information. This Privacy Policy applies solely to information collected by this web site.

Your Acceptance of These Terms

By using this web site, you signify your acceptance of this Privacy Policy and each of its terms. If you do not agree to this Privacy Policy and each of its terms, please do not use our web site. We reserve the right to change the terms of this Privacy Policy at any time. Your continued use of this web site following the posting of changes to the terms of this Privacy Policy will mean you accept those changes.

Questions

Please direct any questions about this policy to the Privacy Officer for South Coast Orthopaedic Associates at 541-266-3600.