



MODERN DERMATOLOGY

WESTPORT, CT

PRIVACY POLICY

This Privacy Policy of Modern Dermatology P.C. (“Modern Dermatology”) is incorporated in and accompanies the corresponding Terms of Use Agreement in connection with this Internet website, as well as related websites, applications, mobile platforms, services, tools, modules, remote services and/or servers that are operated by, under the control of, or otherwise for the direct benefit of Modern Dermatology (collectively, the “Modern Dermatology Site”). This Privacy Policy describes the kinds of information that you may provide to the Modern Dermatology Site, how Modern Dermatology might use the information, and terms under which Modern Dermatology may disclose that information to anyone.

Your use of the Modern Dermatology Site may include submitting information in one or more webforms. Before you submit any information, please review this Privacy Policy carefully. If you do not agree with the terms and conditions set forth in the [Terms of Use Agreement](#) for the Modern Dermatology Site, including terms set forth in this Privacy Policy, you are not authorized or permitted to use the Modern Dermatology Site.

Modern Dermatology shall not knowingly collect Personal Data from you unless you voluntarily submit such information, and by voluntarily providing Modern Dermatology with Personal Data, you are consenting to Modern Dermatology’s use of it in accordance with this Privacy Policy. If you provide Personal Data to the Modern Dermatology Site, you acknowledge and agree that such Personal Data may be transferred from your current location to one or more computing devices (e.g., servers) that are operated by or under the control the offices and servers of Modern Dermatology and its authorized third parties located in the United States.

Modern Dermatology is committed to protect the privacy and security of those who visit and use the Modern Dermatology Site. By using the Modern Dermatology Site, you agree to the terms set forth in the Terms and Use Agreement, including the terms set forth herein.

Modern Dermatology may amend this Privacy Policy from time to time. Changes to this Privacy Policy will be posted. Please refer back to this Privacy Policy on a regular basis to be kept

informed of any changes. Your continued use of the Modern Dermatology Site following the posting of changes to this Privacy Policy will mean that you accept those changes.

COLLECTION: TYPES OF INFORMATION

From time to time, Modern Dermatology receives information from you, including personally identifiable information via the Modern Dermatology Site, that identifies you or can be used to identify or contact you, which may include your name, address, email address, telephone number, billing information and credit card information (“Personal Data”), as well as other information. You do not have to provide Modern Dermatology with any Personal Data in order to visit and use certain features of the Modern Dermatology Site.

In addition, when you interact with the Modern Dermatology Site, certain personally non-identifiable information may be received and stored. Such information, which may be collected automatically using various technologies, may not be usable to specifically identify you. Modern Dermatology may store such information itself or such information may be included in databases owned and maintained by Modern Dermatology’s affiliates, agents or service providers, which may use such information and pool it with other information to track, for example, the total number of visitors to the Modern Dermatology Site or respective pages thereof, and the domain names of Internet service providers of users of the Modern Dermatology Site.

Modern Dermatology may employ information directly or indirectly to provide to your browser when you access the Modern Dermatology Site (e.g., “cookies”). Cookies help provide additional functionality, such as to enable Modern Dermatology to provide services, such as to schedule a visit or appointment, or to analyze Modern Dermatology Site usage. For instance, a cookie may be provided to your browser that allows you to access the Modern Dermatology Site without needing to remember and enter a password more than once during a visit. Modern Dermatology does not intend to collect Personal Data via cookies, except with your permission.

COLLECTION: USE OF INFORMATION

In general, Modern Dermatology uses the information submitted by you or collected on the Modern Dermatology Site to assist with understanding who uses the Modern Dermatology Site and to improve services in connection with the Modern Dermatology Site. In an ongoing effort to better understand and serve the users of the Modern Dermatology Site, Modern Dermatology may conduct research on its customer demographics, interests and behavior based on the Personal Data and other information provided to Modern Dermatology. This research may be

compiled and analyzed on an aggregate basis, and Modern Dermatology reserves the right to share this aggregate data with its affiliates, agents and business partners, with the understanding that the information in the aggregate does not identify you personally. Modern Dermatology may also disclose aggregated user statistics in order to describe services to current and prospective business partners, and to other third parties for other lawful purposes.

Modern Dermatology may also use any information you submit or that is collected to screen for risk and fraud, such as via your internet protocol (“IP”) address.

If you submit Personal Data for a certain reason, the Modern Dermatology Site may use such Personal Data in connection with the reason for which it was provided. For example, if you contact Modern Dermatology via a web form provided on the Modern Dermatology Site to schedule a visit or appointment, Modern Dermatology will use the Personal Data you provide to contact you for scheduling purposes. Also, if you provide Personal Data in order to obtain access to services provided by the Modern Dermatology Site, Modern Dermatology may use your Personal Data to provide you with access to such services. Modern Dermatology may use your Personal Data for other purposes, such as to monitor your use of such services (including, by way of example, to complete particular transactions, to provide personalized services and to place you on mailing lists, such as for a newsletter). Modern Dermatology may also use Personal Data to contact you, including to tell you about services that may be determined to be of interest to you. In addition, if at any time you wish not to receive any future communications or you wish to have your name deleted from our mailing lists, please contact Modern Dermatology as indicated below.

Modern Dermatology
1032 Post Road East
Westport, CT 06880
info@moderndermct.com

COLLECTION: INFORMATION FROM CHILDREN

Modern Dermatology does not knowingly collect Personal Data from people under the age of 18. Modern Dermatology encourages parents and legal guardians to monitor their children’s Internet usage and to help enforce this Privacy Policy by instructing their children never to provide Personal Data on the Modern Dermatology Site without their permission. If you have reason to believe that a person under the age of 18 has accessed the Modern Dermatology Site and/or provided Personal Data through the Modern Dermatology Site, please contact Modern Dermatology, and Modern Dermatology will endeavor to delete that information from its databases.

DISCLOSURE OF INFORMATION

Modern Dermatology may employ third parties, such as independent contractors, vendors or suppliers (“third party suppliers”) to provide specific services and products related to the Modern Dermatology Site, such as in connection with credit card processing and order fulfillment. Modern Dermatology reserves the right to access Personal Data and or provide access to Personal Data to third party suppliers in limited contexts when such access is reasonably necessary in order for limited functions in connection with the Modern Dermatology Site to be performed. Please note that such third party suppliers may have in place privacy policies or adopt the provisions of this Privacy Policy to protect Personal Data, including to prevent disclosure of such Personal Data except to provide products or services for which they are contracted. It is your responsibility to be aware of any such privacy policies, website terms of service, or other obligations set forth by such third party suppliers.

The Modern Dermatology Site may also contract with a person or company (“Third Party Seller”) that enables you to purchase certain content, products, or services. Third Party Sellers may request that you submit certain information to them in order to purchase their products or services or to obtain additional information from them. By submitting the requested information, you affirmatively consent to have that information shared with the Third Party Seller. This information is used by the Third Party Seller and may be subject to a privacy policy that is different from our Privacy Policy. Modern Dermatology does not otherwise share or disclose your Personal Data to Third-Party Sellers.

In addition, there are certain circumstances in which Modern Dermatology may share Personal Data with certain third parties without further notice to you. Example conditions include:

Business Transfers: Modern Dermatology might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, dissolution or similar event, Personal Data may be part of the transferred assets.

Legal Requirements: Modern Dermatology may disclose Personal Data if required to do so by law or in the good faith belief that such action is necessary to (i) comply with a legal obligation, (ii) protect and defend the rights or property of Modern Dermatology, (iii) act in urgent circumstances to protect the personal safety of users of the Modern Dermatology Site or the public, or (iv) protect against legal liability.

EXCLUSIONS

This Privacy Policy does not apply to any Personal Data collected by Modern Dermatology other than Personal Data collected through the Modern Dermatology Site. This Privacy Policy shall not apply to any unsolicited information provided by you or others to the Modern Dermatology Site through the Modern Dermatology Site or through any other means. This includes, but is not limited to, information posted to any public areas of the Modern Dermatology Site, such as blogs, bulletin boards, or the like. All unsolicited Information shall be deemed to be non-confidential and Modern Dermatology shall be free to reproduce, use, disclose, and distribute such unsolicited information to others without limitation or attribution.

This Privacy Policy applies only to the Modern Dermatology Site, which may contain links to other web sites not operated or controlled by Modern Dermatology (“Third Party Sites”). The policies and procedures described herein may not apply to Third Party Sites. Further, the links from the Modern Dermatology Site do not imply that Modern Dermatology endorses or has reviewed any material from the Third Party Sites, including with respect to privacy policies and/or terms of use agreements set forth thereon. Please contact those sites directly for information on their privacy policies.

SECURITY

Modern Dermatology takes reasonable steps to protect Personal Data provided via the Modern Dermatology Site, such as from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. You recognize and agree, however, that no Internet or email transmission is ever fully secure or error free. In particular, email sent to or from the Modern Dermatology Site may not be secure. Therefore, Modern Dermatology recommends that you take special care in deciding what information you send to Modern Dermatology via email (or other on-line platform).

Data Protection Rights and Choices

Under the California Consumer Privacy Act of 2018 (“CCPA”), California residents have specific rights with respect to their personal information, including:

the right to request disclosure of Modern Dermatology’s data collection and sales practices in connection with the requesting consumer, including the categories of personal information Modern Dermatology has collected, the source of the information, Modern Dermatology’s use of the information in connection with Modern Dermatology Services and, if the information was disclosed or sold to third parties, the categories of personal information

disclosed or sold to third parties and the categories of third parties to whom such information was disclosed or sold;

the right to request a copy of the specific personal information collected about them during the 12 months before their request (together with right #1, a “personal information request”);

the right to have such information deleted (with exceptions);

the right to request that their personal information not be sold to third parties, if applicable; and

the right not to be discriminated against because they exercised any of the new rights.

Please note the following on personal information requests:

1. You may only make a personal information request twice in a 12-month period;
2. Modern Dermatology will need to collect information from you to verify your identity; and
3. Modern Dermatology will respond within 45 days of receiving a personal information request.

ACCESS TO INFORMATION AND CONTACTING MODERN DERMATOLOGY

To keep your Personal Data accurate, current, and complete, please contact Modern Dermatology as specified below. Modern Dermatology will take reasonable steps to update or correct Personal Data in its possession that you have previously submitted via the Modern Dermatology Site.

Modern Dermatology
1032 Post Road East
Westport, CT 06880
info@moderndermct.com

You may request certain information regarding disclosure of Personal Data to third parties for their direct marketing purposes. To make such a request to access such information, please contact Modern Dermatology by email. Within thirty (30) days of receiving such a request,

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Modern Dermatology will provide a list of the categories of personal information disclosed to third parties for third-party direct marketing purposes during the immediately preceding calendar year, along with the names and addresses of these third parties. This request may be made no more than once per calendar year. Modern Dermatology reserves the right not to respond to requests submitted other than to the address and email specified in this paragraph.

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