

# **Online Privacy Policy**

**Last updated March 5, 2018**

**PLEASE READ THE FOLLOWING INFORMATION CAREFULLY BEFORE USING THIS FAMILY FERTILITY CENTER WEBSITE.**

**This Online Privacy Policy (Policy) only covers information collected at the Family Fertility Center, hereafter FFC, website (the Site). This Policy explains how FFC collects, uses and shares information from or about you when you visit the Site. This Policy is subject to the Terms and Conditions of Use posted on this Site. FFC reserves the right to make any change to this Policy without notice. If we make changes to the Policy, we will revise the “Last Updated” date at the top of this Policy on the Site. By using the FFC Site, you agree to the terms of this Online Privacy Policy. If you do not agree with any term in this Policy, promptly exit this Site.**

## **Collection of Personal Information**

Personal information is personally identifiable information such as your name, street address, telephone number, credit card information, screen name and email address. FFC collects only the personal identifying information you provide to us through this Site, such as when you contact us by email. All personal-identifying information, however collected, is used only by FFC and its business associates for the sole purpose of supplying the services requested by the user, and is never disclosed to any third parties.

## **Disclosure of Personal Information**

FFC reserves the right to disclose any personally identifying or non-personal identifying information if we are required to do so by law or if we reasonably believe that such action is necessary in order to: fulfill a government request, conform with the requirements of the law or to comply with legal process served on us; protect against misuse or unauthorized use of the Site; protect or defend the legal rights or property of FFC, this site or its users; or, in an emergency, to protect the health and safety of this Site's users or the general public.

## **Security of the Site**

FFC takes reasonable steps to ensure the security of its website infrastructure and data. We make no guarantees or warranties concerning the security of any information you disclose or transmit to us online and cannot be responsible for the theft, destruction or inadvertent disclosure of personally identifiable information.

## **Other Information We May Collect Online**

We may collect non-personal-identifying information through the use of “cookies”, which are files or pieces of information that are stored by your browser on your computer’s hard drive. FFC may use cookies to collect other information during your visit to our Site, such as the particular site areas you visit. We collect this information to better tailor our Site and our services to your needs. Cookies may also be used to help speed up your future activities at our Site.

Most browsers are set to accept cookies. If you would prefer, you can set yours to refuse cookies or to alert you when cookies are being sent. Refusal of cookies at the site you entered may result in an inability to visit certain areas of the site or to receive personalized information when you visit the Site.

In addition, we are constantly trying to improve how we promote our Site. To help us to do this, we may measure the effectiveness of our web presence by determining what you clicked on to get to our Site.

Site measurement statistics may be used to personalize your web site experience, as well as to evaluate –anonymously and in the aggregate–statistics about usage of the Site. Information about your computer, such as your IP address (a number assigned to your computer whenever you surf the Internet), the type of Internet browser you are using and the type of computer operating system you are using may also be collected and linked to your Personal Information. This is to ensure that our Site presents the best web experience for visitors, and that they are an effective information resource.

Finally some of the pages you visit may use pixel tags (also called clear gifs) to collect information about your navigation on our Site. This information is used to evaluate and enhance how the Site functions.

## **Linking to Other Sites**

This Site may provide links to other websites that FFC does not own or control. If you follow links to websites not controlled by FFC, you should review their privacy policies and other terms, as they may be different from those of our sites. FFC does not endorse the content of linked third-party sites or make any representations regarding the accuracy, completeness, reliability or suitability of the information on the third party sites. FFC is not responsible for the privacy practices employed by third-party sites, or third-party advertisements. Your use of third-party websites is at your own risk and subject to the terms and conditions of use for such sites.

## **Transfer of Personally Identifiable Information**

In the course of developing FFC's business, FFC may buy or sell assets. If another entity acquires FFC or all or substantially all of its assets, personally identifiable information and other information collected from users of the Site may be transferred to the entity as one of the transferred assets. If any bankruptcy or reorganization proceeding is brought by or against FFC, all such information may be considered an asset of FFC and as such may be sold or transferred to third parties.

### **Privacy of Children Online**

This Site is not intended for use by minors. FFC does not knowingly allow anyone under the age of 14 to participate in any activity on the Site.

### **Contact Us**

Please email us [admin@familyfertility.com](mailto:admin@familyfertility.com), write to us at Family Fertility Center, 95 Highland Avenue, Suite 100, Bethlehem, PA 18017, or call us at (610)868-8600 if you have any comments or questions about this Online Privacy Policy, or to report any violations of this Online Privacy Policy.