

## Privacy Policy

Arvada Pharmacy and Medical Supply

Effective June 1st, 2021

Last Updated: July 1st, 2021

The following policy outlines and describes how your medical information may be collected, used, and disclosed. The policy will also outline how you can get full access to the information collected from you. Please review the policy carefully.

At Arvada Pharmacy and Medical Supply, we are committed to upholding the highest level of protection for our client's privacy in regards to medical records and personal information. While you may receive pharmacy services, durable medical equipment services, speech and mobility therapy, medical supplies, or a combination of any of the following services, we create records of the services provided for you. We need these records to comply with state and federal laws but also to provide the best service available for your needs. This Privacy Policy will inform you about how Arvada Pharmacy protects your medical records in accordance with HIPAA regulations as well as how we will collect and utilize any and all personal information we obtain. Your privacy information may be collected in person, over a confidential phone line, and/or through digital portals including an online pharmacy portal and/or the website. The policy will include who the policy is directed for, what information we will collect, why we collect the information, how we will use the information, how the information might be shared, your available choices for how to access and/or delete the information, and the measures we take to keep your information safe.

This Policy does not apply to the information Arvada Pharmacy and Medical Supply receives from third-party websites, mobile apps, and other digital products that use the Arvada Pharmacy and Medical Supply Services. When you, our customers, use the Services in conjunction with your own websites and products, YOU remain responsible for your own privacy and security practices, which may differ from ours. You should consult the relevant privacy policies on our customers' websites and products to find out more about their privacy practices and your related choices as well as your safety.

### **Additional Terms**

The following additional terms are used throughout this policy.

**Subscriber:** Anyone who has purchased Arvada Pharmacy and Medical Supply Services or products, and their representative agents

**End-User:** Anyone who uses the Services provided to Subscribers

Visitor: Any other individual or entity who visit the Sites

**User:** Any individual or entity ("User", "you", or "your") who interacts with any of the Arvada Pharmacy and Medical Supply Sites or Services including Subscribers, Visitors, and End-users

**As a Service Provider:** Arvada Pharmacy and Medical Supply providing services to End-Users on behalf of the Subscriber

**As a Business:** Arvada Pharmacy and Medical Supply providing services to Subscribers and Visitors

## **General Privacy Policy**

### **I. Who Will Follow This Notice**

The privacy practices outlined in this policy will be followed by Arvada Pharmacy and Medical Supply and the entities under common ownership or control of Arvada Pharmacy and Medical Supply, which is covered entity under the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”) and the HIPAA privacy rules (collectively referred to as “We” or “Us” in this Notice).

### **II. Information We Collect**

We collect personal information to provide better services to all our Users. We use the term “Personal Information” to refer to any information that identifies or can be used to identify you including full name, email address, digital identity such as login name for digital patient portals, information about your device, and certain metadata.

The personal information we obtain may be collected through or for the following means:

- If you express an interest in obtaining additional information about our Services, request customer support, use our “Contact Us” or similar features, register to use our Sites or Services, or download certain content, we may require that you provide to us your contact information, such as your name, organization, phone number, or email address, and in some instances, you may elect to provide us with location and address information for services like durable medical equipment assessment, delivery, or help with installation;
- If you report a problem or have a question about our Services, you may provide us with contact information, such as a phone number or email address and full name;
- If you desire to pay for bills via our Sites or Services, we may require that you provide to us your financial and billing information, such as billing name and address, credit card number or bank account information;
- If you use and interact with our Sites or emails, we automatically collect information about your device and your usage of our Sites or emails through cookies, web beacons, or similar technologies, such as Internet Protocol (IP) addresses or other identifiers, which may qualify as Personal Information;
- If you voluntarily submit certain information to our services, such as filling out a survey about your user experience or leaving a review, we collect the information you have provided as part of that request;

We collect analytics information when you use the Sites to help us improve them, including through the use of cookies. We may also share aggregated and/or anonymized data about your actions on our Sites with third-party service providers of analytics services such as Google Analytics. We also use mobile analytics software to allow us to better understand the functionality of our mobile versions of our Services on your mobile device. This software may record information such as how often you use the application, how you use the application, aggregated usage, performance data, and where the site was accessed from. We do not link the information we store within the analytics software to any personally identifiable information you submit.

If you provide us or our service providers with any Personal Information relating to other individuals, you represent that you have the authority to do so and acknowledge that it will be used in accordance with this Privacy Policy. If you believe that your Personal Information has been provided to us improperly, please contact us by using the information set out in the “How to Contact Us” section below.

### **III. Cookies and Similar Technologies**

We use various technologies to collect and store information when you visit one of our websites or access our social media accounts, including cookies or similar technologies to identify your browser or device. We also use these technologies to collect and store information when you interact with services from our partners, such as advertising services. Our third-party advertising and analytics partners include Google, Facebook, Instagram, Yelp, and similar companies.

The technologies we use for this automatic data collection may include Cookies, which is a small file placed on the hard drive of your computer. You may refuse to accept browser Cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our services. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our services. For more information about our use of cookies, including details on how to opt out of certain cookies, please see the “Direct Marketing and Do Not Track Signals” section below. We may also use web beacons that permit us, for example, to count users who have visited those pages or opened an e-mail and for other related website statistics, which also include and are not limited to Mobile Device Identifiers and SDK (A mobile SDK is the mobile application version of a web beacon). We may also use Clickstream data, which includes information such as the page served, the time spent viewing the page, source of the request, type of browser making the request, the preceding page viewed, and similar information for the analysis of popular content and user interaction patterns.

### **IV. How We Use Information We Collect**

We may use and disclose your medical information with your consent to provide the services provided below. We will ask for your consent before using information for a purpose other than those set out in this Privacy Policy.

- **Treatment.** We may use and disclose your medical information to provide you with pharmacy products and services. We may disclose your medical information to doctors, nurses, and other health care providers who provide health care services to you regarding your medication dosage, interaction to other medications, and compatibility with your lifestyle choices. We also may use your medical information to remind you to refill a prescription or to follow up on your care.
- **Payment.** We may use and disclose your medical information so we can bill and receive payment for medications, pharmacy services, and/or medical equipment we provide to you from your insurance company or other responsible for payment party. We may also tell your health insurance company about a prescription or medical equipment that you need to obtain prior approval or check if your insurance will pay for the medication or medical equipment.
- **Health Care Operations.** We may use and disclose your medical information to evaluate the performance of our staff and for quality improvement activities. We may use medical information about you to manage the provision of pharmacy services to you. We may disclose your medical information to pharmacists, pharmacy technicians, pharmacy students, durable medical equipment specialists, and other trainees for review and learning purposes.
- **Family Members and Friends Involved in Your Care.** We may disclose to your family members, close friends, or to any other person you identify your medical information relevant to such person's involvement in your care or payment for your care. If you are present, we provide you with an opportunity to object to the disclosure and you do not say no, or if we reasonably infer that you do not object to the disclosure. If you are not present, we may disclose your medical information that is directly relevant to the person's involvement with your care if we determine this is in your best interest. We may also use and disclose your medical information in the event of a disaster to organizations assisting in disaster relief efforts so that your family can be notified of your condition and location.
- **Compliance With Law.** We may disclose your medical information to the Secretary of the Department of Health and Human Services or other government authorities authorized by law and as required by Federal or state law. This may include disclosing your medical information to report certain diseases, report child abuse or neglect, report criminal activity to law enforcement for the prevention and action upon crimes, report information to the Food and Drug Administration if you experience an adverse reaction from a medication, to enable product recalls or disclosing medical information for public health surveillance, investigations or interventions. We may disclose your medical information to governmental agencies so they can monitor, investigate, inspect, discipline, or license those who work in health care and engage in other health care oversight activities. We may disclose your medical information for special government functions such as military, national security, and presidential protective services. If you are in the custody of law enforcement or a correctional institution, we may disclose your medical information to the law enforcement official or the correctional institution as

necessary for the health and safety of you or others, provision of health care to you, or certain operations of the correctional institution.

- **Lawsuits and Legal Actions.** We may disclose your medical information in response to a court or administrative order, subpoena, discovery request, or other lawful process, subject to applicable procedural requirements.
- **Coroners, Medical Examiners, and Funeral Directors.** We may disclose your medical information to coroners, medical examiners, and funeral directors so that they can carry out their duties or for identification of a deceased person or determining cause of death.
- **Organ, Eye, and Tissue Donation.** We may disclose your medical information to organ procurement organizations as necessary for organ procurement, donation, or transplantation.
- **Research.** We may use or disclose your medical information for research purposes provided that we comply with applicable laws.
- **Business Associates.** We may share your medical information with third-party business associates, which are vendors that perform various services for us. We require our business associates to safeguard your medical information.

#### **IVa. Other Uses and Disclosures of Your Medical Information**

Other uses and disclosures of your medical information not covered by this Notice will be made only with your written authorization. Your authorization is required for most uses and disclosures of psychotherapy notes, most uses and disclosures of your medical information for marketing purposes and for sale of your medical information, most uses, and disclosures of your treatment care options including prescriptions and medical supplies. In addition, certain Federal and state laws may require special protections for certain medical information, including information that pertains to HIV/AIDS, mental health, alcohol or drug abuse treatment services, or certain other information. If these laws do not permit disclosure of such information without obtaining your authorization, we will comply with those laws.

#### **V. Our Legal Basis for Collecting Personal Information**

We are required by law to maintain the privacy and security of your medical information. We are required by law to provide you with an updated Privacy Policy about our legal obligation and privacy practices with your medical information. By law, we are required to inform you about any and all medical breaches as well as the medical information that might have been compromised. By law, we will also abide by all of the terms outlined in this Privacy Policy.

All of the medical information collected from you when collected will be done so with your consent to such collection, out of the necessity of our agreement between us or the representative party, with the intention of bettering or providing the best possible service

to you, out of legitimate business interest such as intra-business communication or crime prevention and detection, for the enhancement of cybersecurity, and for general business operations. In each circumstance, we will weigh the necessity of our processing for the purpose of your privacy, taking into account reasonable expectations, impacts and implications of collection, and any risks that could be present. In all circumstances, we limit the collection of your personal information to only that which is necessary for legitimate business interests and operations.

Failure to provide the required personal information may result in the termination of service or the inability to complete a desired service in both our digital storefront and physical business location including but not limited to delivery, prescriptions, medical supplies, and therapy options.

#### **VI. How You May Revoke Your Authorization**

If you provide us with authorization to use and disclose your medical information, you may revoke your authorization at any time through contacting our office manager directly or directed specialist including pharmacist and durable medical equipment specialist. However, the uses and disclosures of medical information before the revocation will not be affected by your action and we cannot take back any medical information that has already been disclosed by us in reliance on your previously provided authorization permitting the disclosure. To revoke any previously provided authorization you must submit a written request for revocation to our office manager. Revoking your authorization may also stunt or terminate your services with us and a new authorization might be required to reinstate your services.

#### **VII. Our Retention of Your Personal Information**

We determine the appropriate retention period for Personal Information on the basis of the amount, nature, and sensitivity of your Personal Information processed, the potential risk of harm from unauthorized use or disclosure of your Personal Information, and whether we can achieve the purposes of the processing through other means, as well as on the basis of applicable legal requirements (such as applicable statutes of limitation). Retention of inactive patients' personal information will, in most cases, not exceed five years but with a written revocation to the office manager, can be shortened. After the expiry of the applicable retention periods, your Personal Information will be deleted. If there is any data that we are unable, for technical reasons, to delete entirely from our systems, we will put in place appropriate measures to prevent any further use of such data and ensure your privacy.

#### **VIII. Sharing Personal Information**

We may disclose your Personal Information to commercial providers and secondary support applications like Google and online payment portals for a business purpose only, which include verifying your identity when making a payment or registering access to your accounts. When we disclose Personal Information for these reasons, we enter into a contract that describes the purpose and requires the recipient to both keep that Personal Information confidential and not use it for any purpose except for the purposes set forth in the contract.

We may disclose Personal Information in the following categories of Personal Information for one or more business purposes:

- Identifiers;
- Protected classification characteristics under Colorado or federal law;
- Commercial Information;
- Internet or other network activity information;
- Geolocation Data;
- Sensory Data;
- Professional or employment-related information.

We disclose your Personal Information for a business purpose to the following categories of third parties:

- Our affiliates;
- Commercial providers;
- Subscribers and their partners;
- Service providers and other third parties we use to support our business, including without limitation those performing core services (such as billing, credit card processing, customer support services, customer relationship management, accounting, auditing, administering sweepstakes, surveys, advertising, and marketing, analytics, email and mailing services, data storage, and security) related to the operation of our business and/or the Services, and making certain functionalities available to our Users;
- Third-parties to whom you or your agents authorize us to disclose your Personal Information in connection with the Services we provide to you.

We may disclose your Personal Information for legal reasons. Specifically, we will share Personal Information with companies, organizations, or individuals outside of Arvada Pharmacy and Medical Supply if we have a good-faith belief that access, use, preservation, or disclosure of the information is reasonably necessary to:

- meet any applicable law, regulation, legal process, or enforceable governmental request.
- enforce applicable Terms of Service, including investigation of potential violations.
- detect, prevent, or otherwise address fraud, security, or technical issues.
- protect against harm to the rights, property, or safety of Arvada Pharmacy and Medical Supply, our Users or the public as required or permitted by law;
- for any other purpose disclosed when you provide the information; and
- when we obtain your consent to do so.

We will notify Users about legal demands for their personal data when appropriate in our judgment unless prohibited by law or court order or when the request is an emergency. We may dispute such demands when we believe, in our discretion, that the requests are vague or lack proper authority, but we do not promise to challenge every demand nor notify you of all legal requests for the safety of our other users.

We may disclose your Personal Information in the event of a business transfer. If we establish a new related entity, are acquired by or merged with another organization, or if substantially all of our assets are transferred to another organization, Personal

Information about our Users would likely be a transferred business asset. In the event that Arvada Pharmacy and Medical Supply itself or substantially all of our assets are acquired, Personal Information about our users may be one of the transferred assets. All users will be notified of such change and the option of continuing service with the new provider will be given. If services are rejected, the proper means of removing your Personal Information will be taken.

We may also share anonymous information (such as anonymous usage data, referring/exit pages and URLs, platform types, number of clicks, etc.) for other business purposes. For instance, we may share aggregate reports with interested third parties to help them understand the usage patterns for certain Services or for our Sites, or those of our partners.

### **IX. Sale of Personal Information**

In the preceding twelve (12) months, we have not sold any Personal Information.

### **XI. Our Opt-in/Opt-out Policy**

By providing an email address on the Arvada Pharmacy and Medical Supply Sites or Services, you agree that we may contact you in the event of a change in this Privacy Policy, to provide you with any Service-related notices, or to provide you with information about our events, invitations, or related educational information.

For purposes of this Privacy Policy, “opt-in” is generally defined as any affirmative action by a Visitor to submit or receive information, as the case may be.

We currently provide the following opt-out opportunities:

- At any time, you can contact us through [info@arvadapharm.com](mailto:info@arvadapharm.com) or at the telephone number (720)707-2444 to unsubscribe from the service and opt-out of our right per your consent under the terms of this Privacy Policy to share your Personal Information.

### **Changes to this Privacy Policy**

We reserve the right to revise our Privacy Policy from time to time and apply the changes to all medical information we have and will collect. We will not reduce your rights under this Privacy Policy without your explicit consent. Any changes and revisions will be posted on our website, [www.arvadapharm.com](http://www.arvadapharm.com), with the most updated version always available for the end-user with the date of its changes and, if the changes are significant, we will provide a more prominent notice (including, for certain services or programs, email notification of privacy policy changes). We will also keep prior versions of this Privacy Policy in an archive for your review but you may always request a copy of the current notice.

### **For More Information or to Report a Complaint**

If you would like any additional information about our Privacy Policy, have any questions about your rights under the User Agreement, or would like to report a complaint, please contact our office at (720)707-2444 or by mail to the address listed below. We will not retaliate against you for filing a complaint or nor will it negatively

impact the services we offer. Your feedback is vital for our continued improvement. To file a complaint with us, please direct your complaint to our office manager:

Arvada Pharmacy and Medical Supply  
10382 W 64th Ave  
Arvada, Colorado  
(720)707-2444

If we are unable to reach an agreement or feel as though your privacy rights have been violated, you may further pursue the claim with the U.S. Department of Health and Human Services Office for Civil Rights.