

Privacy Policy

McBride Orthopedic Hospital (the “Company”, “We”, “Us”, or “Our”) respect Your privacy and are committed to protecting it through Our compliance with this privacy policy (the “Privacy Policy”).

This Privacy Policy describes the types of information We may collect from You or that You may provide when You visit the Website; outlines Our policies and procedures for the collection, use, maintenance, protection and disclosure of Your information when You use the Website; and tells You about Your privacy rights and how the law protects You.

We use Your Personal Data to provide and improve the Website. Please read this Privacy Policy carefully to understand Our policies and procedures regarding Your information and how We will treat it. If You do not agree with Our policies and procedures, Your choice is not to use the Website. By accessing or using this Website, You agree to this Privacy Policy.

Interpretation and Definitions

Interpretation. The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions. For the purposes of this Privacy Policy:

- **Account** means a unique account created for You to access Our Website or parts of Our Website.
- **Business**, for the purpose of the CCPA (California Consumer Privacy Act), refers to the Company as the legal entity that collects Consumers’ personal information and determines the purposes and means of the processing of Consumers’ personal information, or on behalf of which such information is collected and that alone, or jointly with others, determines the purposes and means of the processing of consumers’ personal information, including a business that does business in the State of California.
- **Consumer**, for the purpose of the CCPA (California Consumer Privacy Act), means a natural person who is a California resident. A resident, as defined in the law, includes (1) every individual who is in the USA for other than a temporary or transitory purpose, and (2) every individual who is domiciled in the USA who is outside the USA for a temporary or transitory purpose. For the purposes of the VCDPA (Virginia’s Consumer Data Protection Act), Consumer means the natural or legal person that, alone or jointly with others, determines the purpose and means of processing personal data.
- **Cookies** are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.
- **Device** means any device that can access the Website such as a computer, a cellphone or a digital tablet.
- **Do Not Track** (“DNT”) is a concept that has been promoted by U.S. regulatory authorities, in particular the U.S. Federal Trade Commission (FTC), for the Internet industry to develop and implement a mechanism for allowing internet users to control the tracking of their online activities across websites.
- **McBride Orthopedic Hospital** (the “Company”, “We”, “Us”, or “Our”) refers to the company located at 9600 Broadway Ext., Oklahoma City, OK 73114.
- **Personal Data** is any information that relates to an identified or identifiable individual. For the purposes of the CCPA (California Consumer Privacy Act), Personal Data means any information that identifies, relates to, describes or is capable of being associated with, or could reasonably be linked, directly or indirectly, with You. For the purposes of VCDPA (Virginia’s Consumer Data Protection Act), Personal Data means any information that is linked or reasonably linkable to an identified or identifiable natural person, not including de-identified data or publicly available information.
- **Sale**, for the purpose of the CCPA (California Consumer Privacy Act), means selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a Consumer’s personal information to another business or a third party for monetary or other valuable consideration. For the purposes of the VCDPA (Virginia’s Consumer Data Protection Act), Sale of Personal Data means the exchange of Personal Data for monetary consideration by the controller to a third party.

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- **Service Provider** means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Website, to provide the Website on behalf of the Company, to perform services related to the Website or to assist the Company in analyzing how the Website is used.
- **Third-party Social Media Service** refers to any website or any social network website through which a user can log in or create an account to use the Website.
- **Usage Data** refers to data collected automatically, either generated by the use of the Website or from the Website infrastructure itself (for example, the duration of a page visit).
- **Website** refers to McBride Orthopedic Hospital website, accessible from <https://mcboh.com/>.
- **You** (“Your”) refers to the individual accessing or using the Website, or the company, or other legal entity on behalf of which such individual is accessing or using the Website, as applicable.

Collecting and Using Your Personal Data

Types of Data Collected:

Directly Provided Data. While using Our Website, We may ask You to provide Us with certain personally identifiable information that can be used to contact or identify You. Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City

The information We collect on or through Our Website may also include records and copies of Your correspondence if You contact Us.

Usage Data. Usage Data is collected automatically when using the Website and may include personally identifiable information and information such as Your Device's Internet Protocol address (IP address), browser type, browser version, the pages of our Website that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data. When You access the Website by or through a mobile device, We may collect certain information automatically, including, but not limited to, (1) the type of mobile device You use, (2) Your mobile device unique ID, (3) the IP address of Your mobile device, (4) Your mobile operating system, (5) the type of mobile Internet browser You use, (6) unique device identifiers and other diagnostic data. We may also collect information that Your browser sends whenever You visit Our Website or when You access the Website by or through a mobile device.

Tracking Technologies and Cookies. We use Cookies and similar tracking technologies to track the activity on Our Website and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze Our Website. The technologies We use may include:

- **Cookies or Browser Cookies.** A cookie is a small file placed on Your Device. You can instruct Your browser to refuse all or some Cookies or to indicate when a Cookie is being sent, but if You do not accept Cookies, You may not be able to use all or parts of the Website. Unless You have adjusted Your browser setting so that it will refuse Cookies, Our Website may use Cookies. If You disable or refuse Cookies, please note that some parts of this Website may then be inaccessible or not function properly.
- **Web Beacons.** Certain sections of Our Website and Our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

Cookies can be “Persistent” or “Session” Cookies. Persistent Cookies remain on Your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close Your web browser. You can learn more about cookies here: [All About Cookies by TermsFeed](#). We use both Session and Persistent Cookies for the purposes set out below:

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- **Necessary / Essential Cookies**
Type: Session Cookies
Administered by: Us
Purpose: Provide You with services available through the Website, enable You to use Website features, help authenticate users, prevent fraudulent use of user accounts required to provide You the Website.
- **Cookies Policy / Notice Acceptance Cookies**
Type: Persistent Cookies
Administered by: Us
Purpose: Identify if users have accepted the use of Cookies on the Website.
- **Functionality Cookies**
Type: Persistent Cookies
Administered by: Us
Purpose: Allow Us to remember choices You make when You use the Website, e.g., remembering login details or language preference. Avoid You having to re-enter Your preferences every time You use the Website.
- **Tracking and Performance Cookies**
Type: Persistent Cookies
Administered by: Third Parties
Purpose: Used to track information about traffic to the Website and how users use the Website. The information gathered via these Cookies may directly or indirectly identify You as an individual visitor. This is because the information collected is typically linked to a pseudonymous identifier associated with the device You use to access the Website. We may also use these Cookies to test new pages, features or new functionality of the Website to see how Our users react to them.

Use of Your Personal Data. The Company may use Personal Data for the following purposes:

- **To provide and maintain Our Website,** including monitoring the usage of Our Website.
- **To manage Your Account:** to manage Your registration as a user of the Website and give You access to different functionalities of the Website that are available to You as a registered user.
- **For the performance of a contract:** the development, compliance and undertaking of the contract for the products, items or services You have purchased or any other contract through the Website.
- **To contact You:** To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- **To provide You** with news, special offers and general information about other goods, services and events which We offer that are similar to those that You have already purchased or enquired about unless You have opted not to receive such information.
- **To manage Your requests:** To attend and manage Your requests to Us.
- **For business transfers:** To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all Our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by Us about Our Website users is among the assets transferred.
- **For other purposes:** Such as data analysis, identifying usage trends, determining the effectiveness of Our promotional campaigns and to evaluate and improve Our Website, products, services, marketing and Your experience.

We may share Your Personal Data in the following situations:

- **With Service Providers:** To monitor and analyze the use of Our Website or to contact You.
- **For business transfers:** To a buyer or other successor in connection with, or during negotiations of, any merger, divestiture, reorganization, dissolution, sale of Company assets, financing, or any other sale or transfer of all or a portion of Our business to another company, whether as a going concern or as a part of bankruptcy, liquidation, or similar proceeding, in which personal information held by the Company about our Website users is among the assets transferred.

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- **With affiliates:** In which case We require affiliates (including Our parent company and any other subsidiaries, joint venture partners or other companies that We control or that are under common control with Us) to honor this Privacy Policy.
- **With business partners:** To offer You certain products, services or promotions.
- **With other users:** when You share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside. If You interact with other users or register through a Third-Party Social Media Service, Your contacts on the Third-Party Social Media Service may see Your name, profile, pictures and description of Your activity. Similarly, other users will be able to view descriptions of Your activity, communicate with You and view Your profile.
- **With Your consent:** For any other purpose with Your consent.

Residents of certain states, such as California, Nevada, Colorado, Connecticut, Virginia, and Utah may have additional personal information rights and choices. Please see the “Your State Privacy Rights” section below for more information.

Retention of Your Personal Data. The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use Your Personal Data to the extent necessary to comply with Our legal obligations (for example, if We are required to retain Your data to comply with applicable laws), resolve disputes, and enforce Our legal agreements and policies. The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of Our Website, or We are legally obligated to retain this data for longer time periods.

Transfer of Your Personal Data. Your information, including Personal Data, is processed at the Company’s operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to, and maintained on, computers located outside of Your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from Your jurisdiction. Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer. The Company will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy and no transfer of Your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of Your data and other personal information.

Disclosure of Your Personal Data.

Business Transactions. If the Company is involved in a merger, acquisition or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different privacy policy.

Law enforcement. Under certain circumstances, the Company may be required to disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency).

Other legal requirements. The Company may disclose Your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of the Company
- Prevent or investigate possible wrongdoing in connection with the Website
- Protect the personal safety of users of the Website or the public
- Protect against legal liability

Security of Your Personal Data. The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

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Detailed Information on the Processing of Your Personal Data. The Service Providers that We use may have access to Your Personal Data. These third-party vendors collect, store, use, process and transfer information about Your activity on Our Website in accordance with their Privacy Policies.

Analytics. We may use Service Providers to monitor and analyze the use of Our Website, e.g., Google Analytics, a web analytics service offered by Google that tracks and reports website traffic and uses data collected to track and monitor the use of Our Website and share data with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. You can opt-out of having made Your activity on the Website available to Google Analytics by installing the Google Analytics opt-out browser add-on, which prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity. For more information on Google's privacy practices, please visit Google's Privacy & Terms web page: <https://policies.google.com/privacy>.

Usage, Performance and Miscellaneous. We may use Service Providers to provide better improvement of Our Website, e.g., Google Places is a service that returns information about places using HTTP requests, operated by Google. Google Places may collect information from You and from Your Device for security purposes, which is held according to Google's Privacy & Terms web page: <https://policies.google.com/privacy>.

Email Marketing. We may use Your Personal Data to contact You with newsletters, marketing or promotional materials and other information that may be of interest to You. You may opt-out of receiving any, or all, of these communications from Us by following the unsubscribe link or instructions provided in any email We send or by contacting Us. We may use the Service Provider Hubspot to manage and send emails to You. More information on Hubspot's Privacy Policy can be viewed at <https://legal.hubspot.com/privacy-policy>.

Behavioral Remarketing. The Company may use remarketing services to advertise to You after You have accessed or visited Our Website. We and Our third-party vendors use Cookies and non-cookie technologies to help Us recognize Your Device and understand how You use Our Website so that We can improve Our Website to reflect Your interests and serve You advertisements that are likely to be of more interest to You. These third-party vendors collect, store, use, process and transfer information about Your activity on Our Website in accordance with their Privacy Policies and to enable Us to (1) measure and analyze traffic and browsing activity on Our Website; (2) show advertisements for our products and/or services to You on third-party websites or apps; and (3) measure and analyze the performance of Our advertising campaigns. Some of these third-party vendors may use non-cookie technologies that may not be impacted by browser settings that block cookies. Your browser may not permit You to block such technologies. You can use the following third-party tools to decline the collection and use of information for the purpose of serving You interest-based advertising:

- The NAI's opt-out platform: <http://www.networkadvertising.org/choices/>
- The EDAA's opt-out platform <http://www.youronlinechoices.com/>
- The DAA's opt-out platform: <http://optout.aboutads.info/?c=2&lang=EN>

You may opt-out of all personalized advertising by enabling privacy features on Your mobile device such as "Limit Ad Tracking" (iOS) and "Opt Out of Ads Personalization" (Android). See Your mobile device Help system for more information.

We may share information, such as hashed email addresses (if available) or other online identifiers collected on Our Website with these third-party vendors. This allows Our third-party vendors to recognize and deliver You ads across devices and browsers. The third-party vendors that We use are Google Ads (AdWords) provided by Google Inc. You can opt-out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>. Google also recommends installing the Google Analytics Opt-out Browser Add-on, which allows visitors to prevent their data from being collected and used by Google Analytics: <https://tools.google.com/dlpage/gaoptout>. For more information on Google's privacy practices, please visit Google's Privacy & Terms web page: <https://policies.google.com/privacy>.

Children's Privacy. Our Website does not address anyone under the age of 13. We do not knowingly collect personally identifiable information from anyone under the age of 13. If You are under the age of 13, do not use or provide any information on this Website. If You are a parent or guardian and You are aware that Your child has provided Us with Personal Data, please contact Us. If We learn that We have collected or received personal

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information from anyone under the age of 13 without verification of parental consent, We take steps to remove that information from Our servers. If We need to rely on consent as a legal basis for processing Your information and Your country requires consent from a parent, We may require parental consent before We collect and use that information. California residents under 16 years of age may have additional rights regarding the collection and sale of their personal information. Please see the “Your State Privacy Rights” section for more information.

Your State Privacy Rights

State consumer privacy laws may provide their residents with additional rights regarding Our use of their personal information. To learn more about state residents’ privacy rights, visit the State Privacy Rights Addendum to this Privacy Policy:

https://mcboh.com/uploads/privacy-policy/McBride_Orthopedic_Hospital_%20Website_Privacy_Policy_State_Privacy_Rights_Addendum_5227674.3.pdf

To exercise any of these rights—or to appeal a decision regarding a consumer rights request—please reach out to Us using the “Contact Us” information below.

Links to Other Websites

Our Website may contain links to other websites that are not operated by Us. If You click on a third-party link, You will be directed to that third party’s site. We strongly advise You to review the privacy policy of every site You visit. We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

Changes to this Privacy Policy

We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page. We will let You know via email and/or a prominent notice on Our Website, prior to the change becoming effective and update the "Last Updated" date at the top of this Privacy Policy. You are responsible for ensuring We have an up-to-date active and deliverable email address for You, and for periodically visiting our Website and this Privacy Policy to check for any changes. Your continued use of Our Website after We make changes is deemed to be acceptance of those changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If You have any questions about this Privacy Policy or would like to file a privacy complaint or concern, You can contact Us:

- By phone number: (405) 486-2100
- By mail: 9600 Broadway Extension, Oklahoma City, OK 73114