

## DIGITAL SERVICES PRIVACY POLICY

THIS DOCUMENT EXPLAINS OUR POLICIES AND ONLINE INFORMATION PRACTICES AND THE CHOICES YOU CAN MAKE ABOUT THE WAY YOUR INFORMATION IS COLLECTED AND USED BY ONLINE OR MOBILE WEBSITES, APPLICATIONS OR DIGITAL SERVICES OWNED OR OPERATED BY WAKE RADIOLOGY

### Wake Radiology Privacy Policy

Thank you for visiting this website, a digital service presented to you by Wake Radiology ("Wake Radiology", "we" or "us"). Your privacy is important to us. As such, we provide this privacy policy ("Privacy Policy") explaining our policies and online information practices and the choices you can make about the way your information is collected and used by this digital service, which includes any online or mobile websites, applications or digital services owned, operated or offered by, on behalf of, or in conjunction with Wake Radiology, including any online or mobile website, application or digital service installation through which this Privacy Policy appears (each a "Service," collectively the "Services"). "Users" are persons who use the Services.

Certain subdomains of the Wake Radiology website are directed to providers and are subject to separate privacy policies. In addition, for information about Wake Radiology privacy policies and practices for handling patient protected health information, please click here: <https://www.wakerad.com/PHI-Privacy-Policy>.

By using the Services, you accept this Privacy Policy and consent to the practices described.

### I. The Information We Collect

We receive both information that is directly provided to us, such as personal information you provide when you visit or use the Services, and information that is passively or automatically collected from you, such as anonymous information collected from your browser or device. In this Privacy Policy, we refer to personal information collected from you as the "Information".

1. *Other Information You Provide To Us.* At some Services, you can register, obtain services, enter event contests, vote in polls or otherwise express an opinion, request an appointment, subscribe to one of our services such as our online newsletters, or participate in one of our online forums or communities. In the course of these various offerings, we may collect from you various forms of information, such as: name, address, e-mail address, and telephone number. We collect this information in order to provide you with the communications, products, or other information you request.

At some Services, you may also be able to submit Information about other people. For example, you may want to notify or share certain information with others. This Information may include, for instance, a recipient's name, address, or e-mail address. We will not store such information or use it other than to fulfill your request.

2. *Information Automatically Collected.* We may use automated means such as cookies, web beacons, or other technology to collect various types of Information about your use of the Services, your computer or other device used to access our Services. This Information does not identify you as an individual. Please see our Section titled Online Tracking and Analytics Tools for more information about how the foregoing Information may be collected and used. Please note that if certain features on our website are provided by third parties, those third parties may also use automated means of

data collection and may record information about your use of our Services or others' websites over time. These features are subject to the privacy policies and notices of those third parties.

3. *Information from Third Parties.* We may receive additional data about you from third parties to enhance our ability to tailor our content and Services we believe may be of interest to you. We may supplement the Information we collect about you through the Services with such information from third parties in order to enhance our ability to serve you, tailor content to you, and/or offer opportunities or products that we believe may be of interest to you. If we combine data we receive from third parties with Information we collect through the Services, such Information is subject to this Privacy Policy unless we have indicated otherwise.
4. *Geo-location Information.* If you are accessing a Service from a mobile device or through a mobile application, you may be asked to share your geo-location information with us so we can customize your experience on our services. If you agree to such collection, you will be able to turn off such data collection at any time by accessing the privacy settings of your mobile device and/or through the settings in the applicable mobile application.
5. *Information Collected By and From Social Media Services and Other Third-Party Platforms.* You also can engage with our content, such as videos, applications, and other offerings, on or through social media services or other third-party platforms, such as Facebook. When you engage with our content on or through social media services or other third-party platforms, you may allow us to have access to certain Information in your profile on those third-party sites. This may include your name, e-mail address, photo, gender, birthday, location, an ID associated with the applicable third-party platform or social media account, or user files, like photos and videos, your list of friends or connections, people you follow and/or who follow you, or your posts or "likes." The features and the collection or use of your information by such social media services and other third-party platforms, plug-ins, integrations or applications are subject to the respective privacy policies and terms of use for those third-party sites and we do not control the use of your information through those third-party sites. If you wish to make changes to those settings and preferences, you must follow the processes established by the third-party or social media site.

## **II. How We Use the Information**

We may use the Information to:

1. provide and communicate with you about the Services or your account with us,
2. fulfill your requests regarding the Services, including without limitation requests for newsletters and notifications,
3. respond to your inquiries, and notify you if you have won a contest,
4. communicate with you about other products, programs or services that we believe may be of interest to you,
5. conduct internal data analysis and related activities to enhance the Services,
6. enforce the legal terms (including without limitation our policies and terms of service) that govern your use of our Services, and/or for the purposes for which you provided the Information,
7. provide technical support for the Services,
8. prevent fraud or potentially illegal activities (including, without limitation, copyright infringement) on or through the Services,
9. protect the security and integrity of the Services,

10. customize or personalize offers and content made available to you based on your visits to and/or usage of the Services
11. perform analysis regarding how you use the Services or any part thereof to improve our online communications and services, and
12. send gifts, cards, invitations or emails (if you use these services), to your designated recipients.

### **III. Information Sharing and Disclosure**

We may disclose Information as follows:

1. To trusted service providers we have engaged to perform business-related functions on our behalf. This may include service providers that conduct research and analytics, create content, provide customer, technical or operational support, or otherwise support our Services.
2. In response to legal process, for example, in response to a court order or a subpoena, a law enforcement or government agency's request or similar request.
3. With third parties in order to investigate, prevent, or take action (in our sole discretion) regarding potentially illegal activities, suspected fraud, situations involving potential threats to any person, us, or the Services, or violations of our policies, to verify or enforce compliance with the policies governing our Services.
4. We may transfer some or all of your Information if we, or one of our business units, undergoes a business transition, like a merger, acquisition by another company, or sale of all or part of our assets, or if a substantial portion of our or of a business unit's assets is sold or merged in this way.

### **IV. Online Tracking and Analytics Tools**

When you use the Services, we may collect certain aggregate or de-identified information about your online activities as further described below.

1. *Cookies and Online Tracking Tools.* We may use cookies, locally stored objects, web beacons, and other online tracking technologies to collect information such as IP address, browser type, the time you browse, service provider, and device type. The information collected by these tools does not identify you as an individual. We use this information to provide our Services, to enhance your experience with the Services, and to identify products or offers that may be of interest to you.
2. *Analytics Tools.* We may also use third-party analytics tools such as Google Analytics. The service providers that administer these services use technologies such as cookies, web server logs, and web beacons to help us analyze how visitors use and interact with the Services. The information collected through these means is disclosed to these service providers, who use the information to evaluate use of the Services. In some cases you may deactivate Google Analytics by opting out at <https://tools.google.com/dlpage/gaoptout>.
3. *How We Respond to Do Not Track Signals.* At this time Services on the Wake Radiology digital platforms do not recognize automated browser signals regarding tracking mechanisms, which may include "do not track" instructions. In some cases, blocking or disabling cookies may cause the Services not to work as intended and some features may not be available.

Third parties that have content on our Services such as an analytics service may obtain information

about your browsing or usage habits. However, we do not knowingly permit such third parties to collect any Information from the Services.

## V. Your Choices

1. *Access and Amendment.* Access to certain Information that is collected from our Services and that we maintain may be available to you. You may send an e-mail or letter to the following e-mail or street address requesting access to or correction of your Information. Please include your registration information for such Service such as first name, last name, and e-mail address in the request. We may ask you to provide additional information for identity verification purposes, or to verify that you are in possession of an applicable email account.

Marketing Director  
Wake Radiology  
3949 Browning Place, Raleigh, NC 27609  
email: [marketing@wakerad.com](mailto:marketing@wakerad.com)

2. *Opting Out of Marketing Communications.* If you would like to opt out from receiving marketing communications from us, you may contact our Marketing Director at the above address at any time. We may ask you to provide additional information for identity verification purposes, or to verify that you are in possession of an applicable email account. You may also follow the "unsubscribe" instructions provided in any marketing e-mail you receive from the Services.

3. *Disabling Cookies.* Most web browsers are set up to accept cookies. You may be able to set your browser to warn you before accepting certain cookies or to refuse certain cookies. However, if you disable the use of cookies in your web browser, some features of the Services may be difficult to use or inoperable.

## VI. Other Important Information about Your Privacy

1. *Linked Services.* Some of the Services contain links to or integrations with other services such as Facebook, Twitter, LinkedIn, and other media services and platforms whose information practices may be different than ours. Visitors should consult these other services' privacy notices as we have no control over information that is submitted to, or collected by, these third parties.

2. *International Transfer.* This Service is governed by and operated in accordance with US law. If you are located outside of the US, you use this Service at your own risk. In particular, your Information will be transferred to and processed in the US where many of our central databases operate. By using this Service, you: (a) acknowledge that the data protection and other laws of other countries, such as the US, may provide a less comprehensive or protective standard of protection than those in your country, and (b) consent to your Information being collected, processed and transferred as set forth in this Privacy Policy and US law.

3. *Data Security.* We have put in place reasonable physical, electronic, and managerial procedures designed to help prevent unauthorized access, to maintain data security, and to use correctly the Information we collect from the Services. For example, we restrict access to Information to only those persons who have a legitimate business need. Any such authorized users are trained on appropriate uses and safeguards for the Information and are issued unique user IDs and passwords.

## **VII. Updates & Effective Date**

This Privacy Policy is effective as of the date noted above. From time to time, we may update this Privacy Policy. We will notify you about material changes by either sending an email message to the email address you most recently provided to us or by prominently posting a notice on our Services. We encourage you to periodically check back and review this policy so that you always will know what information we collect, how we use it, and with whom we share it.

## **VIII. Questions and Contact**

If you have any questions about this Privacy Policy or the Services, you may contact the Privacy Officer listed below.

Amy Patton, Privacy Officer  
Wake Radiology  
3949 Browning Place, Raleigh, NC 27609  
Telephone: 919-787-7411 | Fax: 919-789-4461

Effective Date: 11/15/16