

PRIVACY POLICY

Last Revised June 11, 2020

Your privacy is valued and respected by Virginia Interventional & Vascular Associates (“we” or “our” or “us”). This Privacy Policy (“Privacy Policy”) describes the types of information, including Personal Information, that we gather from you when you use our website (www.vivarichmond.com) (the “Site”), as well as your choices regarding use and disclosure of your Personal Information. As used in this Privacy Policy, the term “Personal Information” means information that identifies you personally, alone or in combination with other information available to us.

YOUR AGREEMENT TO THE PRIVACY POLICY

By accessing the Site, you agree to be bound by this Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use our Site.

We reserve the right to update or modify this Privacy Policy from time to time. We will notify you of any changes by revising the “Effective Date” at the top of this Privacy Policy. If we make any material changes to this Privacy Policy or the way we use, share or collect Personal Information, we will post an announcement of the changes on our Site, prior to the new policy taking effect. In all cases, your continued use of our Site or our products and services constitute consideration and your binding acceptance to any such changes. We encourage you to review this Privacy Policy regularly to ensure that you are familiar with the current practices of vivarichmond.com.

INFORMATION COLLECTED BY VIVARICHMOND.COM

When you use our Site, vivarichmond.com collects information (i) that you knowingly and voluntarily provide (such as through email correspondence, “educational interest” requests, forms or profile screens), and (ii) that we are able to collect from your web browser, cookies and other similar technologies.

Information that you Knowingly and Willingly Provide

We collect information that you knowingly and voluntarily provide when you use our Site (such as through email correspondence, “educational interest” requests, forms or profile screens). You can choose not to provide us with certain Personal Information, but then you may not be able to take advantage of the Site or obtain information from us. The information that we collect, and use includes the following kinds of Personal Information:

- First and Last Name.
- Home Address.
- Email Address.
- Payment Information.
- IP Addresses (to the extent this is considered Personal Information)

Information From and/or About Others

We may also collect and store Personal Information about other people that you provide to us, as well as information about you provided by others. If you or other users use our Site to upload, share and/or distribute content (including videos, comments or other submissions), and such content contains Personal Information about you or others, such information may be stored in order to allow for such uploading, sharing and/or distribution. As a requirement to use our Site, you acknowledge that you have the appropriate consent(s) from any individual (or the parent of any child under the age of 13) to share their Personal Information with us.

Non-Personal Information

We collect standard information about Vivarichmond.com users such as IP addresses, browser type, operating system, what you searched for, referring and exit pages, the dates and times of visits, and other Site usage behavior (“Site Visitation Data”). Site Visitation Data is used to administer the Site and provide general statistics regarding the use of the Vivarichmond.com website. We may also use Site Visitation Data to display advertising or send targeted email marketing messages you may find interesting and to suppress advertising that might not interest you.

When you visit our Site, we may store information about your web session and assign you one or more cookies. Your browser will store these cookies on your computer in a small text file, and if you return to the Site the cookie may be read. For example, when you decide to log in, we store encrypted information in your browser, so you don't have to log in on every page. Cookies are not linked to your Personal Information.

We may also use web beacons, clear gif technology, or action tags as mechanisms to collect aggregate Site Visitation Data by tracking how users navigate to and through our website. We may also use this technology to track the delivery of HTML email messages. Data collected through this mechanism is not linked to Personal Information.

Permanent cookie files remain on your computer's hard drive until you delete them manually using your browser or operating system software. You can set your browser to refuse cookies but doing so may disable access to some services and tools that we offer.

We may also work with advertising partners to place advertising on our Site. Our third-party advertising partners may, and often do, use a cookie or third-party web beacon to track when a click becomes a sale. No PERSONAL INFORMATION is ever sent to these advertising partners.

HOW VIVARICHMOND.COM USES YOUR INFORMATION

We may use online Personal Information we collect about you on its own or combine it with other information we have about you to:

- Perform internal operations, such as tracking and improving the effectiveness of our website and marketing efforts.
- Personalize user experiences, such as remembering your settings and preferences for things like language, font size, etc.
- Provide user support.
- Advertise and market our products and services.
- Provide information to our representatives and/or advisors, such as our attorneys, accountants, and others to help us comply with legal, accounting, or security requirements.
- Protect the rights, safety, and information of Site users and third parties, as well as our own. This includes fraud prevention, business or product recalls, prosecuting and defending a court arbitration or similar proceeding, and more.
- Comply with legal requirements, such as in response to a subpoena or similar investigative demand.

HOW WE SHARE INFORMATION WE COLLECT

Vivarichmond.com may disclose your Personal Information in the following instances:

Agents. We employ other companies and individuals to perform functions on our behalf. Examples of such functions include sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing technical support, providing marketing assistance, and providing customer service. We share our users' Personal Information with these agents as we deem necessary for such third parties to perform their functions.

Employees. Only authorized employees have access to your Personal Information.

Advertisers. Third-party advertisers and advertising platforms also may serve targeted ads as part of our Site. Please be aware that the information practices of third-party advertisers or platforms collecting data on our Site are not covered by this Privacy Policy.

To Comply with Legal Process, Protect Vivarichmond.com, or Enforce our Rights. We may release your Personal Information when it is necessary to (a) conform to legal requirements or comply with legal process; (b) enforce or apply our terms of use and other agreements; (c) protect the rights, safety or property of Vivarichmond.com, our affiliates, service providers, our users or the public; or (d) prevent a crime or protect national security (including exchanging information with other companies and organizations for fraud protection and credit risk reduction).

As Part of a Merger or Sale of Business. We may disclose your Personal Information in connection with a substantial corporate transaction, such as the sale of our business, a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

Other Disclosures. We may also disclose your Personal Information as otherwise set forth in this Privacy Policy, as permitted by law, or with your consent.

CHILDREN AND PRIVACY

Our Site is not directed to persons under the age of 18. If you are not 18 years or older, do not use our Site. We do not knowingly collect Personal Information from persons under the age of 18.

THIRD PARTY SITES AND SERVICES

Our Site may contain links to third party websites, applications and services, or web pages, such as patient portal pages, not operated by us. These links are provided as a service and do not imply any endorsement by Vivarichmond.com of the activities or content of these sites, applications or services nor any association with their operators. Additionally, our Site may include social media features, such as the Facebook “Like” button, and widgets, such as the “Share This” button or interactive mini programs that run on our Site. We are not responsible for the privacy policies or practices of any third-party including websites or services directly linked to our Site. We encourage you to review the privacy policies of any third-party site that you visit.

SECURITY, STORAGE & RETENTION

Security

The security of your personal information is important to us. We follow generally accepted standards to protect the personal information submitted to us, both during transmission and once we receive it. However, no method of transmission over the internet, or method of electronic storage is one hundred percent secure and we cannot guarantee its absolute security. Please contact us if you have any questions about security on our site.

Storage

The Personal Information that you provide to us is generally stored on servers located in the United States. If you are located in another jurisdiction, you explicitly ACKNOWLEDGE AND CONSENT that once your Personal Information is submitted through our Site, it will be transferred to our servers in the United States and that the United States currently does not have uniform data protection laws in place.

Retention

We will retain your information for as long as your account is active or as needed to provide you with our services. If you wish to cancel your account or request that we no longer use your information to provide you service, contact us at info@vivarichmond.com. We will retain and

use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

INFORMATION CORRECTION, REMOVAL, AND OPTING-OUT

Correction & Removal

If any of the information that we have about you is incorrect, or you wish to have information (including Personal Information) removed from our records, please contact us at **info@vivarichmond.com**. We will respond to such inquiries within fifteen (15) business days.

Opting Out

Additionally, if you prefer not to receive marketing messages from us, please let us know by clicking on the unsubscribe link within any marketing message that you receive, or by sending a message to us at **info@vivarichmond.com**.

PRIVACY INQUIRIES

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us as follows:

- By emailing us at info@vivarichmond.com
- By mail post to: Virginia Interventional & Vascular Associates
6600 West Broad Street, Suite 200B
Richmond, VA 23230