

Magnolia Care Web Privacy Policy

Last Updated: 11/24

Introduction

Magnolia Care, PLLC, on its own behalf and on behalf of its affiliates (collectively referred to as "Magnolia Care," "we," "us," or "our"), provides telehealth-related information and facilitates access to telemedicine, chronic condition management, and expert medical services ("Magnolia Care Services").

This Privacy Policy applies to visitors of www.magnoliacare.co and any associated publicly accessible domains and mobile applications owned and operated by Magnolia Care. For the purposes of this Policy, "you" and "your" refer to visitors or patients interacting with these websites and applications.

Scope of This Privacy Policy

This Privacy Policy describes:

- The types of Personal Information we collect from visitors to our websites and mobile applications.
- How we use, share, and protect this information.
- The rights and choices you have regarding your Personal Information.

This Privacy Policy **does not** apply to:

- Information collected from registered users ("Patients") who log in to the password-protected and secure portions of our platforms ("Secure Platforms"). Information collected or stored within Secure Platforms is considered Protected Health Information ("PHI") and is governed by laws such as the Health Insurance Portability and Accountability Act (HIPAA). Refer to the **Magnolia Care Notice of Privacy Practices** (provided to all patients during enrollment) for more details on the use and disclosure of PHI.
- Information related to job applicants, employees, or contractors. For this, please contact us at hello@magnoliacare.co for the appropriate notice.

This Privacy Policy is not a contract and does not create any contractual rights or obligations.

1. Information We Collect

We may collect the following types of Personal Information through our websites and mobile applications:

- **Provided by You Directly:** Name, title, email, phone number, date of birth, address, state, zip code, country, health plan, and login credentials (if you initiate registration).
- **Automatically Collected:** IP address, device ID, online identifiers, and information collected via cookies, web beacons, and similar tracking technologies.
- **Inferred Data:** Information derived from your usage, such as preferences or demographic insights.

For Patients, certain information may be classified as PHI under HIPAA and will be governed by the **Notice of Privacy Practices**, not this Privacy Policy.

2. How We Collect Your Information

We collect information through the following methods:

1. **Direct Input:** When you submit information via forms, inquiries, or registrations.
 2. **Third-Party Sources:** Analytics providers, email marketing services, and other partners.
 3. **Automated Technologies:** Cookies, web beacons, and log files that gather data about your interaction with our websites.
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3. How We Use Your Information

We may use your Personal Information to:

- Operate and improve our websites.
 - Tailor your user experience.
 - Provide information you request or assist in completing registrations.
 - Promote and market our services.
 - Conduct research and aggregate data for analytics.
 - Respond to legal and regulatory inquiries.
 - Maintain the security of our websites and users.
 - Any other purpose with your consent.
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4. Sharing Your Information

We may share your Personal Information under the following circumstances:

- **With Service Providers:** For website hosting, analytics, advertising, or legal services.
- **With Your Consent:** When you request or authorize it.
- **With Affiliates:** Within our corporate group.
- **For Legal Compliance:** To meet legal obligations or respond to law enforcement requests.
- **In Business Transactions:** During asset sales, mergers, or related processes.
- **For Advertising Purposes:** With third-party partners to tailor advertisements (see **Section 8** for details).

We may also disclose deidentified information that cannot identify you personally.

5. Managing Cookies and Tracking Technologies

Our websites use cookies and similar technologies to collect information about your usage.

- **Types of Cookies:**
 - **Session Cookies:** Temporary files deleted after you close your browser.
 - **Persistent Cookies:** Remain on your device until deleted.
- **Purposes:** To enhance functionality, analyze usage, and optimize advertising.

You can manage cookie preferences through browser settings or opt-out mechanisms such as the **National Advertising Initiative's (NAI) opt-out page**. Note that disabling cookies may affect website functionality.

6. Social Features and Third-Party Platforms

Our websites may include features (e.g., "like" buttons) that interact with third-party platforms. These features may collect data about you and your usage. Magnolia Care is not responsible for the privacy practices of third-party platforms. Review their policies for details.

7. Advertising and Analytics

We may use advertising networks and analytics services, such as Google Analytics, to track your online activities.

- These services collect information via cookies and similar tools to deliver interest-based advertisements.
 - For more details on managing your preferences, visit the **Digital Advertising Alliance's (DAA) opt-out page**.
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8. Security of Personal Information

We implement administrative, technical, and physical safeguards to protect your Personal Information. However, no system is completely secure. Please protect your account credentials and notify us immediately of any unauthorized use.

9. Retention of Personal Information

We retain your information only as long as necessary for our business purposes or legal requirements. Backup copies may persist temporarily before automatic deletion.

10. International Data Transfers

Our websites are operated from the United States. Data provided by international users may be transferred to the U.S. or other countries. Regardless of location, we handle your data in accordance with this Privacy Policy.

11. Updates to This Privacy Policy

We may update this Privacy Policy periodically. It is your responsibility to review it for changes. The "Last Updated" date at the top reflects the latest revisions.

12. Contact Information

If you have questions about this Privacy Policy, contact us:

Magnolia Care PLLC

Attn: Privacy Officer

867 Boylston Street, 5th Floor, Suite 4031

Boston, MA 02116

Email: hello@magnoliacare.co