

## High Desert Hearing Center Privacy Policy

This privacy policy explains how High Desert Hearing Center ("we," "us," or "our") collects, uses, protects, and handles your Personally Identifiable Information (PII) when you visit our blog, website, or app. PII refers to information that can identify, contact, or locate a single person, or to identify an individual in context. By using our website, you consent to the terms of this privacy policy.

1. **Personal Information Collection:** When you register on our site, subscribe to a newsletter, respond to a survey, fill out a form, or provide information in any other way, we may collect the following personal information:
  - Name
  - Email address
  - Mailing address
  - Phone number
  - Other details to enhance your experience
2. **Information Collection Time:** We collect information from you when you:
  - Register on our site
  - Respond to a survey or marketing communication
  - Fill out a form
  - Enter information on our site
3. **How We Use Your Information:** We may use the collected information for the following purposes:
  - Infer, analyze, and understand customer and user demographics to improve marketing strategies
  - Personalize your experience and provide content and product offerings tailored to your interests
  - Improve our website and services to better serve you
  - Address your customer service requests effectively
  - Administer contests, promotions, surveys, or other site features
  - Request ratings and reviews of our services or products
  - Follow up with you after correspondence (live chat, email, or phone inquiries)
4. **Information Security:** We take appropriate measures to protect your personal information:
  - Regularly scanning our website for security vulnerabilities
  - Implementing malware scanning
  - Storing your personal information behind secured networks with limited access to authorized personnel
  - Encrypting sensitive/credit information using Secure Socket Layer (SSL) technology
  - Processing transactions through a secure gateway provider, not storing or processing them on our servers
5. **Use of Cookies:** Yes, we use cookies to enhance your browsing experience. Cookies are small files that are transferred to your computer's hard drive through your web browser if you allow them. We use cookies to understand your preferences, track advertisements, and compile aggregate data about site traffic and interactions for future improvements. You can modify your cookies preferences through your browser settings.

6. Third-Party Disclosure: We do not sell, trade, or transfer your Personally Identifiable Information to outside parties without your advance notice. We may share non-personally identifiable visitor information with other parties for marketing, advertising, or other purposes.
7. Third-Party Links: Occasionally, we may offer third-party products or services on our website. These third-party sites have their own separate and independent privacy policies, and we do not bear responsibility for their content or activities.
8. Google: We use Google AdSense Advertising on our website. Google may use cookies to serve ads based on users' previous visits to our site and other sites on the Internet. You can control Google's advertising preferences using the Google Ad Settings page or opt-out via the Network Advertising Initiative Opt-Out page.
9. California Online Privacy Protection Act (CalOPPA): Our privacy policy complies with CalOPPA requirements, ensuring that California consumers are informed about the collection and sharing of their Personally Identifiable Information.
10. Children Online Privacy Protection Act (COPPA): We do not market specifically to children under the age of 13 years old, and we do not knowingly collect personal information from them.
11. Fair Information Practices: In case of a data breach, we will notify you via email, phone call, or in-site notification within 7 business days, as required by the Fair Information Practices Principles.
12. CAN SPAM Act: We comply with the CAN-SPAM Act by not using false or misleading email subjects or addresses. Our emails will be identified as advertisements and will include our physical address. We provide a simple way to unsubscribe from receiving future emails.
13. Third-Party Behavioral Tracking: We allow third-party behavioral tracking on our website.
14. Consumer Options: Our site may be monitored by third-party monitoring software(s) for quality improvement purposes. You can opt-out of data collection through a universal consumer options page.
15. Unsubscribing: If you wish to unsubscribe from our emails, you can promptly do so by emailing us at [info@highdesertheating.com](mailto:info@highdesertheating.com).

Contacting Us: If you have any questions or concerns regarding this privacy policy, you can contact us at: High Desert Hearing Center 631 24 ½ Road, Unit C. Grand Junction, Co. 81506. Email: [info@highdesertheating.com](mailto:info@highdesertheating.com) Phone: 970-985-4008

Please read this privacy policy carefully to understand how we handle your Personally Identifiable Information. By continuing to use our website, you agree to the terms stated in this policy. This policy may be updated periodically, and any changes will be posted on our Privacy Policy Page.