

Privacy Policy

Updated: February 22, 2021

Physicians Laboratory Services, Inc. / Physicians Laboratory, P.C. (“PhysLab”, “we”, “our”) offers a variety of laboratory testing services conducted by PhysLab or by its contractors, successors, assignees; or otherwise processed by and/or contributed to PhysLab. PhysLab operates the patient portal at www.physlab.com (the “Site”), whether accessed through the Internet or directly on the PhysLab application.

This statement sets forth PhysLab’s policy and describes the practices that we will follow with respect to the privacy of the information of users of the Site (the “Privacy Policy”). The Privacy Policy and our Terms of Use represent a legal agreement and govern all use of the Site. PhysLab will only collect personally identifiable information such as names, addresses, and similar information, only when voluntarily provided to us at this Site. We will only use this information to comply with your request for information or as otherwise disclosed to you at the location where you submit the information. We may from time to time refer to that information in an effort to understand your needs and better serve you by improving our products and or services. We may also use that information to contact you. We will not sell or transfer your personally identified information to any third party unless disclosed to you when you submit your information.

PhysLab takes the privacy and security of personal information very seriously. As such, we have prepared the following Privacy Policy to provide you with information about how your data is collected, used, managed shared, transferred, and protected as a result of your interaction with the Site. By using the Site, you agree to the following Privacy Policy. If you disagree with any of the provisions described below, your remedy is to stop using the Services immediately.

This Privacy Policy shall govern all personal information as described herein; provided however to the extent that any information is considered to be “Protected Health Information” as it is defined in Health Insurance Portability and Accountability Act of 1996, Public Law 104-191 (“HIPAA”), and more specifically the HIPAA regulations at 45 CFR §160.103, the use and disclosure of such Protected Health Information by PhysLab and your rights and responsibilities with respect to such Protected Health Information shall be governed by our HIPAA Notice of Privacy Practices.

DATA CONTROLLER DISCLAIMER

Please note that we are only data controllers with respect to any account and profile information for the purposes set out in this Privacy Policy. For all other purposes relating to our Site, we operate as data processors for our clients and our clients act as data controllers. Our clients have their own privacy policies and we do not accept any responsibility or liability for their policies or processing of personal information. This Privacy Policy and the rights and obligations set out below only apply where we are acting as data controllers.

PERSONAL INFORMATION COLLECTION & USAGE

Information Provided by You

We collect personal information that you provide to us such as name, address, contact information, passwords, and payment information.

We may use your personal information within PhysLab: (1) to provide you with the services and products you request or that have been ordered and/or requested by your healthcare provider acting on your behalf; (2) to answer questions about our services; billing, payment methods or use of our website; (3) to process or collect payments for our services, (4) to conduct customer surveys; and (5) to contact you about the products and services that we offer. If you provide personally identifiable information to this Site, we may combine such information with other actively collected information unless we specify otherwise at the point of collection. We may disclose personally identifiable information you provide via this Site to other PhysLab affiliates worldwide that agree to treat it in accordance with PhysLab's Privacy Practices and use it for the same purposes.

We may utilize analytic services, including, without limitation Google Analytics, to capture and analyze visits and traffic in using the Site. These analytic services collect information about your use of the Site, including, without limitation information about your visit to the Site, any referral website, the type of web browser and operating system you are currently using, and your network location and IP address. The information collected by these analytic services is anonymous and aggregated. We reserve the right to use this information for any lawful business purpose, including selling or sharing the aggregated and anonymized data collected, whether by us or a third party service provider. We may also use this aggregated and anonymized data to analyze trends or seek third party advertisers.

The personal information we collect depends on the context of your interactions with us and our products, the choices you make and the features you use. The personal information we collect can include the following:

- **Account and Profile Information.** We collect information about you when you register for an account, create or modify your profile, set preferences through our Site. For example, you provide your contact information when you register or are registered for our Site.
- **Content you provide through our Services.** We collect and store information about tests you take, content that you post, send, receive and share. This content includes any information about you that you may choose to include.

Information Collected Automatically & Through Our Site

Some information - such as IP address and/or browser and device characteristics - is collected automatically when you visit our Site.

We may automatically collect certain information when you visit, use or navigate the Site. This information is non-personal and does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, browsing history on the Services, the length of time spent on certain pages, Internet service provider, date/time of visit information, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Services and other technical information. This information is primarily needed to maintain security and operation of our Site, and for our analytics and reporting purposes.

If you choose to access, visit, and/or use any third party social networking service(s) that may be integrated or linked to the Site, you are subject to the Terms of Use and Privacy Policies of those social networking services.

We may also collect personal information about you for other purposes from time-to-time, or as permitted or required by law. We will always identify any additional purpose prior to or at the time of collection.

Information Usage

We use the information we collect to provide, maintain and improve our Site, such as to administer your account and to provide you with insights to help you optimize your use of our platform.

We may also use the non-personal information we collect to:

- Evaluate and improve our Site, products, services, marketing, and your experience.
- Monitor and analyze trends, usage, and activities.
- Personalize and improve the Site and provide content or features that match user profiles.

We process your personal information for our legitimate business interests and/or where we have your consent. We will use the personal information to:

- To enable user-to-user communications with each user's consent;
- respond to your inquiries or requests; and
- otherwise communicate with you.

Information Sharing

We only share information with your consent, to comply with laws, to protect your rights, or to fulfill business obligations.

We will not disclose any personal information to any third party (excluding our contractors to whom we may provide such information for the limited purpose of providing services to us and who are obligated to keep the information confidential), unless (1) you have authorized us to do so; (2) we are legally required to do so, for example, in response to a subpoena, court order or other legal process, (3) it is necessary to protect our property rights related to this Site, (4) we have entered into a contract with you, we may process your personal information to fulfill the terms of our contract (5) we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved, (6) it is in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

COOKIES AND OTHER TRACKING TECHNOLOGIES

We may use cookies and other tracking technologies to collect and store your information.

Cookies are small files that are sent to and stored in your computer by the websites you visit. Cookies are stored in your browser's file directory. Cookies may be stored only for the time you are in a given site or they may remain stored in your browser for a defined period of time beyond your current session. Cookies work in combination with content within the website itself, to capture and remember information. To learn more about these technologies and how they work, please see www.allaboutcookies.org.

This Site may deposit information commonly referred to as “cookies” in a visitor’s computer. A cookie is a token that a server gives to your browser when you access a website. They store many types of data, and help provide additional functionality to our Site. Cookies do not collect personally identifiable information.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You can review the options available to manage cookies in your browser. One option is to disable, or turn-off, all cookies. If you turn cookies off, you may not be able to browse or use the Site. If you disable certain kinds of cookies, some aspects of our Site may not function properly or as well.

PERSONAL INFORMATION STORAGE & SAFETY

Retaining Your Information

We will retain your information only for as long as is necessary for the purposes set out in this Privacy Policy or as described to you, or for as long as your account is active and thereafter.

If you no longer want PhysLab to use your information to provide the products and services to you, you may cancel your account. PhysLab will retain and use your information as permitted under this Privacy Policy and to the extent necessary to comply with our legal obligations (for example, if we are required to retain your information to comply with applicable tax/revenue laws), resolve disputes and enforce our agreements. We also retain log files and other information for analysis purposes.

SAFETY OF YOUR INFORMATION

We aim to protect your personal information through a system of organizational and technical security measures.

No data transmission over the Internet or website can be guaranteed to be secure from intrusion. However, we maintain commercially reasonable physical, electronic and procedural safeguards to protect your personal information in accordance with data protection legislative requirements.

All information you provide to us is stored on our or our subcontractors’ secure servers and accessed and used subject to our security policies and standards. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our Site, you are responsible for keeping this password confidential and for complying with any other security procedures that we notify you of. We ask you not to share a password with anyone.

YOUR PRIVACY RIGHTS

You may review, change, or terminate your account at any time.

If you would at any time like to review or change the information in your account or terminate your account, you can contact us using the contact information provided.

Upon your request to terminate your account, we will deactivate or delete your account and the information you added to our Site. However, some information may be retained in our files to prevent fraud, comply with customer agreements, troubleshoot problems, assist with any investigations, enforce our Terms of Use and/or comply with legal requirements.

Opting out of email marketing: You can unsubscribe from our marketing email list at any time by contacting us via email at info@physlab.com. You will then be removed from the marketing email list - however, we still need to send you service-related emails that are necessary for the administration and use of your account.

VISITING THE SERVICES FROM OUTSIDE THE UNITED STATES

You understand and agree that your information is handled within the United States.

This Privacy Policy is intended to cover the collection of information on the Site from United States residents only. If you are visiting the Site from outside the United States, please know that by using the Site, you understand and agree that your information may be moved to, accumulated and processed in the United States and such information may be transferred to our third parties with whom we share such information as described in this Privacy Policy.

LINKS TO THIRD PARTY SITES

We may provide you with links to third party websites so that you can browse those sites for items that may be of interest and make purchases. PhysLab is not responsible for the collection, use, or sharing of your personal information once you leave our Site and follow a link to one of these third party websites. Please consult each linked website's privacy policy for a description of how the website collects, uses, and shares your information.

CHILDREN'S INFORMATION

The Site is a general audience site and we do not knowingly collect information from or sell products to children under the age of 13. If we discover that we have information from a child under the age of 13, we will delete it immediately. If you believe that a child under the age of 13 may have provided his or her information to us, please contact us using the contact information below.

CALIFORNIA RESIDENTS' PRIVACY RIGHTS

If you live in California and have an established business relationship with us, you can request a list of the personal information we have shared with third parties for their marketing purposes. We will also give you a list of the third parties that have received your information. You can make a request one time each year.

To exercise your rights, you can EMAIL US at info@physlab.com or write to:

Physicians Laboratory
Attn: Compliance Officer
4840 F St
Omaha, NE 68117

Mention in your letter that you are making a "California Shine the Light" inquiry. We will respond within 30 days.

UPDATES TO THIS POLICY

PhysLab will update this policy as necessary to stay compliant with relevant laws.

We may update this Privacy Policy from time to time. The updated version will be indicated by an updated “Revised” date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy policy, the revised document will be posted for review on our website at physlab.com. We encourage you to review this privacy policy frequently to be informed of how we are protecting your information.

Contact Us

If you have questions or comments about this policy, you may email us at info@physlab.com or by post to:

Physicians Laboratory
Attn: Compliance Officer
4840 F St
Omaha, NE 68117

Effective Date: 02/22/2021