



DATA USAGE & PRIVACY POLICY

Effective Date: 2/1/2024

Revised: 1/31/24

This Privacy Policy explains how Midwest Autism & Therapy Centers collects, uses and discloses personal information of its clients, prospective clients, and visitors to its website (<https://www.midwestautismservices.com>). Please note, as a healthcare facility Midwest Autism & Therapy Centers is legally obligated to protect our client's personal health information (PHI) according to all applicable federal and state laws and regulations.

COLLECTION OF PERSONAL INFORMATION

During the course of business we may collect the following information through our website; contact details including your name, your child's name/age, phone number and email, geographic information, general healthcare or educational information. Protected health information is not collected through our website.

» *Information collected directly from you*

We may collect personal information directly from you, for example through our Online referral or enrollment request forms, general inquiry forms, etc. Personal information we collect directly from you may include your first and last name, child's name, email, phone number, city, state, and child's ASD diagnostic status (yes or no). We will never request protected health information (PHI) through an unsecured source (i.e. a web form). Additional information or PHI may be requested or shared through our secure email server or Central Reach EMR platform.

» *Information collected from your device*

Our website may use tracking technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device, including for example your IP address, browser and operating system information, geographic location, referring website address, and other information about how you interact with the website. Our website may also use cookies to personalize your experience and enable certain features. You may disable cookies in your web browser however parts of our website may not function properly. More information about blocking and deleting cookies is available at <http://www.allaboutcookies.org>. Our email campaigns may also use tracking technologies such as web beacons, pixels and other similar technologies to automatically collect certain information such as your IP address, browser type and version, and email engagement statistics.

» *Information collected from our advertising partners*

We may collect personal information about you from our advertising partners. Personal information we collect from our advertising partners may include your demographic information and geographic location.

USE OF PERSONAL INFORMATION

Midwest Autism & Therapy Centers may use your personal information to contact you regarding enrollment or

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Iowa Campuses

Altoona | Ankeny | Waukee | W. Des Moines

Minnesota Campuses

Woodbury | Edina

info@midwestautismservices.com | [midwestautismservices.com](https://www.midwestautismservices.com)





services at one of our locations. We may also use this information to market our services to you, including by email and text message subject to your consent. We use information collected automatically from your device and from our advertising partners to provide our website to you, to optimize our website, and to assist with our advertising and marketing efforts.

» **Disclosure of Personal Information**

We may use third-party service providers to assist us with providing and marketing our services to you and we may share your information with such third parties for these limited purposes. Information shared for with third-party service providers form marketing purposes does not include your child's protected health information (PHI). Client PHI is stored within our electronic medical records system and is not used, accessed, sold or shared with unauthorized personnel.

- We use Constant Contact for our email marketing and text message communications. For more information about how we may use your information with Constant Contact and the information that may be collected through our email campaigns, see Constant Contact's Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contact-data-notice>.
- We use Google Analytics to help us understand how visitors interact with our website. Google Analytics uses and processes your information in accordance with its privacy policy available at <https://policies.google.com/technologies/partner-sites>.

We may also share your personal information if necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

EMAIL & TEXT MESSAGING COMMUNICATIONS

If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us. If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us. For more information, see our Mobile Messaging Terms and Conditions available at https://midwestautismservices.com/wp-content/uploads/2024/01/Midwest_MobileMessagingTermsConditions_MATCMMTV.01.pdf.

YOUR PRIVACY RIGHTS

You may have the right to request access to the personal information we hold about you, to port it to a new service, or to request that your personal information be corrected or deleted. To exercise any of these rights, please contact us at info@midwestautismservices.com.

CHANGES TO THE PRIVACY POLICY

We may update this Privacy Policy at any time. Please review it frequently. If you have any questions about this policy or our privacy practices, please contact us at info@midwestautismservices.com.

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