

Privacy Policy

Last Updated: November 2020

Revive Physical Therapy LLC wants you to be familiar with how we collect, use, and disclose information. This Privacy Policy describes our practices in connection with information that we collect through our website, reviveptct.com, through third party applications, such as Zoom, and through emails (collectively, these are referred to as the “Services”).

Personal Information

“**Personal Information**” is information that identifies you as an individual or relates to an identifiable individual **including, but not limited to:**

- Name
- Postal address (including billing and shipping addresses)
- Telephone number
- Email address
- Credit and debit card number
- Profile picture
- Other information that you voluntarily provide through the services provided by Revive Physical Therapy and may include sensitive information, such as health information.

Collection of Personal Information

We and our third-party service providers collect Personal Information in a variety of ways, including:

- **Through the Services:** We collect Personal Information through the Services, for example, when you sign up for a newsletter, register an account to access the Services, or make a purchase.
- **Offline:** We collect Personal Information from you offline, e.g., when you attend an in person treatment.

Use of Personal Information

We and our third-party service providers use Personal Information for legitimate business purposes including:

- **Providing the functionality of the Services and fulfilling your requests.**
 - To provide the Services; functionality to you, such as arranging access to your registered account, and providing you with related services or communications. If you do not provide the information requested, we may not be able to provide the Services functionality.
 - To respond to your inquiries and fulfill your requests, when you contact us via one of our online contact forms or otherwise, for example, when you send us questions, suggestions, compliments or complaints, or when you request other information.
 - To complete your transactions, and provide you with related services or communications.
 - To send administrative information to you, such as changes to our offerings, terms, conditions, and policies.

We will engage in these activities to manage our relationship with you and/or to comply with any legal obligation.

- **Providing you with our newsletter and/or other promotional materials**
 - To send you promotional related emails, with information about our services, offerings, new initiatives and other news about our organization. We will engage in this activity with your consent or where we have a legitimate interest.
- **Analysis of Personal Information to provide personalized services.**
 - To better understand you, so that we can personalize our interactions with you and provide you with information and/or offers tailored to your interest
 - To better understand your preferences so that we can deliver content via our Services that we believe will be relevant and interesting to you.

We will provide personalized services either with your consent or because we have a legitimate interest.

- **For our business and operational purposes.**
 - For audits, to verify that our internal processes function as intended and are compliant with legal, regulatory or contractual requirements;
 - For fraud and security monitoring purposes, for example, to detect and prevent cyberattacks or attempts to commit identity theft;
 - For developing new offerings, initiatives and services;
 - For enhancing, improving, or modifying our current offerings, initiatives and services;
 - For identifying usage trends, for example, understanding which parts of our Services are of most interest to users;
 - For determining the effectiveness of our promotional and informational campaigns, so that we can adapt our campaigns to the needs and interests of our users; and
 - For operating and expanding our business activities, offerings, and services, for example, understanding which parts of our Services are of most interest to our users so we can focus our energies on meeting our users'; interests;

We engage in these activities to manage our contractual relationship with you, to comply with a legal obligation, and/or because we have a legitimate interest.

Disclosure of Personal Information

We may disclose Personal Information:

- **To our affiliates, owned or controlled by Revive Physical Therapy, for the purposes described in this Privacy Policy.**
- **To our third-party services providers to facilitate services they provide to us.**
 - These can include providers of services such as website hosting, payment processing, order fulfillment, event registration, customer service, email delivery, auditing, and other services.

Other Uses and Disclosures

We also use and disclose your Personal Information as necessary or appropriate, especially when we have a legal obligation or legitimate interest to do so:

- To comply with applicable law and regulations.
 - This can include laws outside your country of residence.
- To cooperate with public and government authorities.
 - To respond to a request or to provide information that we, in our sole discretion, believe is important or is necessary to protect our interests. These can include authorities outside your country of residence.
- To cooperate with law enforcement.

- For example, when we respond to law enforcement requests and orders or provide information that we, in our sole discretion, believe is important.
- For other legal reasons.
 - To enforce any terms and conditions; and
 - To protect our rights, privacy, safety or property, and/or that of our affiliates, you or others.
- In connection with a sale or business transaction.
 - We have a legitimate interest in disclosing or transferring your Personal Information to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings).

Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes, and dislikes by gathering and remembering information about your preferences.

A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer.

Security

We seek to use reasonable organizational, technical, and administrative measures to protect Personal Information within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your "Contacting Us" section below.

Access

To the extent these rights are provided to you by applicable law, if you would like to request to review, correct, update, suppress, restrict or delete Personal Information that you have previously provided to us, object to the processing of Personal Information, or if you would like to request to receive an electronic copy of your Personal Information for purposes of transmitting it to another entity, please contact us at drsved@reviveptct.com. We will respond to your request consistent with applicable law.

Retention Period

We retain Personal Information for as long as needed or permitted in light of the purpose(s) for which it was obtained and consistent with applicable law.

The criteria used to determine our retention periods include:

- The length of time we have an ongoing relationship with you and provide the Services to you (for example, for as long as you have an account with us or keep using the Services);
- Whether there is a legal obligation to which we are subject (for example, certain laws may require us to keep records of your transactions for a certain period of time before we can delete them); or

- Whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation, or regulatory investigations).

Third Party Services

This Privacy Policy does not address, and we are not responsible for, the privacy, information or other practices of any third parties, including any third party operating any website or service to which the Services link. The inclusion of a link on the Services does not imply endorsement of the linked site or service by us or by our affiliates.

In addition, we are not responsible for the information collection, use, disclosure or security policies or practices of other organizations.

Third-Party Payment Service

We may use a third-party payment service to process payments made through the Services. If you wish to make a payment through the Services, your Personal Information will be collected by such third party and not by us, and will be subject to the third party's privacy policy, rather than this Privacy Policy. We have no control over, and are not responsible for, this third party's collection, use and disclosure of your Personal Information.

Updates to This Privacy Policy

The "Last Updated" legend at the top of this Privacy Policy indicates when this Privacy Policy was last revised. Any changes will become effective when we post the revised Privacy Policy on the Services. Your use of the Services following these changes means that you accept the revised Privacy Policy.

Contacting Us

Revive Physical Therapy, is the company responsible for collection, use and disclosure of your Personal Information under this Privacy Policy. If you have any questions about this Privacy Policy, please contact us at drsved@reviveptct.com or:

Revive Physical Therapy
PO Box 195
Mystic, CT 06378

Because email communications are not always secure, please do not include credit card or other sensitive information in your emails to us.