



PRIVACY POLICY

POLICY STATEMENT: The Urgency Room (herein, “UR”, “we,” or “us”) understand the importance of your privacy and we take our responsibility to protect it seriously. This Privacy Policy (the “Policy”) describe the types of information we collect about you, how we use that information, who we disclose it to, and certain rights and options you have regarding your information. This Policy applies to information we collect from you through our website www.urgencyroom.com, as well as when you communicate with us, interact with us, or otherwise provide us with information.

Important Information About This Policy

While we always aim to provide complete and transparent information about how we process your personal information, we reserve the right to amend or update this Policy from time to time or to create additional policies in order to accurately reflect changed circumstances or new legal requirements. To assist us in ensuring that we can provide the most accurate information possible, we ask that you check this Policy for updates.

We also ask that where we have an ongoing relationship with you, and any of the data you have provided is no longer accurate, that you keep us informed of this so we can amend our records accordingly. By using the website, communicating with us, or otherwise interacting with us, you consent and agree to our collection, use, sharing and disclosure of your information as described in this Policy.

Information We Collect or Receive About You

A. Personal Information

For the purposes of this Policy, “personal information” is any information that, either alone or in combination with other information, identifies, relates to, or can be used to contact a particular individual. The types of personal information we may collect include the following categories.

- **Contact information:** First name, last name, email address (business or personal), postal address (business or personal), telephone number (business or personal), position and/or employer organization, user credentials for any file sharing applications to which we may provide you access.
- **Financial data:** Payment card details, bank account details, or other payment information.
- **Transactional data:** Details about your, or your company’s, transactions with us, including method of payment, payments received, payment details, transaction history, and other information relating to the products purchased by you or your company.

- **Subscription, marketing and communications information:** Details regarding informational and promotional materials you may have requested or received from us, the services in which you are interested, your receipt of promotional communications, and information on your marketing or communication preferences.
- **Customer support information:** Copies of communications and inquiries you have submitted to us, including through email, calls, and features available in connection with our website.
- **Device and usage information:** Details regarding how and when you use our website, including the device used to connect to the website, your IP address and device identifier, the frequency and duration of your usage, the pages you view, what websites or search terms referred you to the website, and information about your interaction with the website.

We collect this information when you access, use, or navigate our website, fill in forms on our website, request information from us, communicate with us (including by phone, email, chat, or otherwise), interact with any chatbot or similar features available in our website, visit or engage with our social media pages, participate in surveys or sponsored activities, or otherwise provide us with personal information.

Please note that we may aggregate or anonymize the foregoing types of information such that they are no longer capable of identifying you, in which case they are no longer considered “personal information.” We may also collect information about you from third-party sources and information about you that is publicly available.

B. Automatically Collected Usage and Device Information

Like most websites, we use various technologies to collect certain types of information about the users of our website. These technologies include:

- **Cookies:** Cookies are small text files that can be used by websites to make a user’s experience more efficient. Our website uses different types of cookies to, among other things, automatically recognize you when you return to our site, store information regarding your preferences, and analyze traffic to our site. Please note that where cookies are essential to the operation of our site, if disabled, you may not be able to enjoy certain features of the site. For further information about cookies, including how to refuse cookies, please visit www.allaboutcookies.org. ***We do not honor “Do Not Track” signals.***
- **Log Files and Device Identifiers.** We use log files to track actions occurring on the website and collect data about visitors, including IP address, browser type, Internet service provider, referring/exit pages, date/time stamps, and device identifiers.
- **Pixels, tags, web beacons and other technologies.** Each of our websites may also use “pixels,” “tags,” “web beacons,” or other similar technologies. These technologies are small pieces of code that run when a website page or email is loaded. They are used to monitor the behavior of the visitor or email recipient—such as what icons were clicked or whether links in an email were opened—and gather analytics. For example, when you open the UR homepage, a pixel may run and generate information based on the visit, and then this information is processed by us or our vendors. Pixels work in conjunction with cookies to let us know what portions of our website are of interest to

you and to help us provide you with tailored information from our website. If you turn off cookies, the pixels, tags, and web beacons we use may still detect certain information about your interaction with our website and disregard any cookie-prohibitive markers or signals. Note, the vendors that supply us these pixels, tags, web beacons, cookies, or similar tracking technologies collect your personal information instantaneously and simultaneous to our collection of such information and they may use the information for their own purposes. We utilize Meta (Facebook) pixels to analyze user interactions. Visit [Facebook's Privacy Policy](#) for details on their policy.

- **Analytics.** Our website may also use third-party analytics tools, such as Google Analytics. You can find more information about how data is collected and processed in connection with the Google Analytics regarding [Technologies](#) and their [Privacy Policy](#) for further insights

The information collected through these technologies may be combined with personal information or aggregated with other information on website visits. We may share information about your use of our website with our advertising and analytics partners, who may combine it with other information that you previously provided to them.

C. Information from Other Sources

We may obtain both personal and non-personal information about you from other users of our website and services, business partners, suppliers, and other third parties and add it to other information we have collected. We, and the third parties we engage, may combine information we collect from you over time and across your online activity with information obtained from other sources. This helps us improve the information's overall accuracy and completeness and also helps us better tailor our interactions with you.

D. Social Media

If you interact with us on any social media platform: (i) depending on your social media privacy settings, the personal information that you submit on the social media platform may be read, collected, or used by us as described in this Policy, and (ii) where we respond to any interaction with you on social media, your account name/handle may be viewable by any and all members or users of our social media accounts. Social media platforms operate independently from the UR and we are not responsible for the personal information that you choose to submit or link on any social media platform. We encourage you to review the privacy policies and settings of any social media platform with which you interact to help you understand their privacy practices.

How We Use Your Information

We (or service providers acting on our behalf) may use the personal information identified above for the following purposes:

- Negotiating, entering into, and managing our relationship and agreements with you or your organization, including providing our services to you or your organization.
- Providing and optimizing your experience on our website and ensuring that our content is presented to you in the most effective manner.
- Communicating with you and responding to your inquiries and communicating regarding our services, our agreements with you or your company, and other issues.
- Sending you promotional or informational communications and solicitations, tracking your marketing preferences, and for our internal marketing purposes.

- Managing customer service issues, including issues relating to the performance of our services and customer feedback.
- Developing, updating, and improving our services, customer service, and customer experience, and otherwise improving our knowledge and insights regarding users.
- Preventing and detecting fraud, financial crime, hacking activities, security breaches, and other unlawful activities in connection with the Services or the purchase or use of our services.
- Enforcing our agreements with you or our organizational partners and customers, complying with our legal or regulatory obligations, and defending or advancing legal claims.
- Notifying you about changes to our services or material changes to this Policy.
- Providing you with surveys or otherwise soliciting feedback from you.
- Performing other functions as otherwise described to you at the time of collection or to which you otherwise consent.

For more information about your options relating to your personal information and your communication preferences, see “Your Choices About Personal Information” below.

Our Marketing Efforts

We may send you direct marketing communications from time to time including news, updates, and other announcements relating to our services and business activities. We will only send marketing messages where the law allows us to do so and, in the event that you no longer wish to receive marketing communications from us, then you can always unsubscribe from our marketing communications using the functionality in the communication you have received or by contacting us at the information below.

Disclosure of Your Information

When the information we collect about you is aggregated, anonymized, or otherwise does not identify you, we may use that information for any purpose or disclose it to third parties, to the extent permitted by applicable law.

In addition, we may disclose your personal information to the following types of third parties:

- Service providers we use to facilitate our business operations and administer our services and business operations. These third parties have access to your personal information to perform specific tasks on our behalf. For example, our service providers include (i) IT and system administration providers, (ii) data storage providers, and (iii) vendors to facilitate payments and payment processing. We may also share your information with our third-party vendors whose technologies we leverage to provide certain features in the website. Note, the technology vendors we use to make our website available to you may collect your personal information instantaneously and simultaneously with us collecting the same information.
- Marketing and advertising vendors that may assist with lead generation, hosting information relating to customers and business partners and potential customers or business partners, marketing automation, advertisement placement and targeting, and marketing campaigns and communications.
- Analytics vendors in order to understand our website traffic and usage patterns, optimize our website, and identify potential new customers or users.
- Our affiliates and related entities, investors, and operational partners.
- Regulatory and governmental authorities, law enforcement agencies, and courts, as necessary to comply with applicable laws and regulations, respond to a subpoena, search warrant, or other lawful request for information, or to otherwise protect our rights.

- Our professional advisors, such as lawyers, accountants, and other similar advisors.
- Buyers or other successors prior to or in the event of a merger, acquisition, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as a part of bankruptcy, liquidation, or similar proceeding, where the information is among the assets being transferred.
- Other parties for any purpose we disclose at the time you provide the information.

Your Choices About Personal Information

A. Tracking Technologies and Advertising

Depending on your browser or device, you may have the option to set the browser to accept all cookies, reject all cookies, notify you when a cookie is set, or delete cookies. Each browser and device are different, so we recommend you evaluate the tools and settings available in your browser or device, as well as any available instructions for the same. Please note that if you disable or delete cookies, you may not be able to access or use certain features of our website.

The National Advertising Initiative also makes resources available to assist consumers in opt-out of certain tailored online ads, which you can access by following this link <https://thenai.org/>.

B. Marketing Communications and Emails

You may choose to opt out of marketing emails or communications by using the “Unsubscribe” link found at the bottom of such emails or communications, or by contacting us at the “Contact Us” information below.

C. Meta Pixels

We utilize Meta (Facebook) pixels to analyze user interactions. Visit [Facebook's Privacy Policy](#) for details on their policy.

D. Google Analytics

As discussed above, we use Google Analytics in connection with the website. If you would like to refrain from having your data collected by Google Analytics, Google has developed an opt-out browser that you can use. You can find more information on how Google uses information it collects here: [Technologies](#) and [Privacy Policy](#).

E. Updating Your Information

The UR takes reasonable steps to keep your personal information accurate and complete. You can access or update your personal information, including contact or account information by contacting us at the “Contact Us” information below.

F. Declining to Provide Information

You can choose not to provide us with information we may request, but that may result in you being unable to use certain features of the website, request information about our services, or initiate other transactions with us.

G. Do Not Track Mechanisms

Please note that our website does not honor “Do Not Track” signals, and such signals will not impact the operation of our website.

Information Security

We use appropriate administrative, technical, and physical measures to protect your personal information from loss, theft, and unauthorized use, disclosure, or modification. Please be aware that no data transmission over the Internet is 100% secure. While we strive to protect your personal information, we cannot ensure or warranty the security of any information you transmit to us and you do so at your own risk.

Privacy of Children Online

Our website is a general audience site and is not intended for children under 13 years of age. We do not knowingly collect personal information from children under 13. If you are under 13, do you use or provide any information on this website. Please contact us via the “Contact Us” section of this Policy if you believe we may have collected information from or about a child under 13.

Data Location

You understand and agree that information about you may be stored or processed by information technology systems located in the United States or jurisdictions that may have laws that differ from the laws of your country of residence or the jurisdiction in which you reside.

Links to Third-Party Websites

Our website may contain links to third-party websites or platforms (e.g., social media sites). Such websites have separate privacy policies that you should review. We cannot take responsibility for the content of linked websites or those companies’ data-handling practices. Some of the UR’s third-party vendors are:

- Zipnosis/Fabric Health
 - We partner with Fabric Health as our trusted telehealth vendor, and they have their own privacy policies which apply once you leave our site. Please take a moment to review their individual [Privacy Policy](#).
- R1
 - We trust R1 as our partner in patient billing. They maintain their own privacy policies. These policies come into effect once you navigate away from our site. Click to find additional information on their individual [privacy policy](#).
- ER Express
 - We partner with ER express for online scheduling and registration assistance. ER Express is equipped with its own privacy policies that come into effect once you exit our site. Please take a moment to review their respective privacy policies presented at time of registration. Additional information from ER Express can be found here: [Learn More](#). These policies are put in place to keep your information safe.

Changes to the Privacy Policy

Please note that we may change this Policy from time to time. If there are changes to our Policy, we will post them here and update the “Last Updated” date at the top of this document. Continued use of the website

after any changes is deemed to be acceptance of those changes. Accordingly, we encourage you to check the Policy periodically for updates.

Contact Us

If you have any questions regarding our information handling practices, you may contact us at:

The Urgency Room/EPPA
info@urgencyroom.com
4300 MarketPointe Drive, Suite 100
Bloomington, MN 55435

Date Last Revised: 05/09/2024
Date Established: 05/09/2024
Revision History:
