

NOTICE OF PRIVACY PRACTICES

This Notice of Privacy Practices (“Notice”) explains how ADFLOW Health Networks (“ADFLOW”) treats the information you provide to ADFLOW at the Personal Health Center (“PHC”), such as your e-mail address, as well as your test results (e.g., blood pressure, heart rate, weight and body mass index (BMI)).

Uses and Disclosures

1.ADFLOW’s PHC offers voluntary screenings for blood pressure, heart rate, BMI and weight. Certain screenings will require you to input your age, gender, and height (“demographic data”).

2.ADFLOW gives you the option of creating an account, or proceeding as a guest. If you choose to proceed as a guest, ADFLOW will not collect or store any of your personally identifiable information. ADFLOW may still collect anonymous data during your use of the PHC, and may use this data to provide you with on-screen advertising content, such as in-store coupons or prescription medication savings offers (“on-screen advertising”). ADFLOW may also aggregate your anonymous data with other data on PHC usage, and may share this aggregate, anonymous data with third parties.

ADFLOW’s Duties

1.ADFLOW is not a health care provider and is not regulated by the Health Insurance Portability and Accountability Act (“HIPAA”), since we are not using or storing data collected by health care providers, health insurers, or health care clearinghouses. Our primary relationship is with you, the user. However, ADFLOW is committed to maintaining the highest level of user privacy, and we have policies and procedures in place to ensure that you are in control of access to your account.

2.ADFLOW reserves the right to change the terms of its Notice at any time, and these terms will apply to all user data ADFLOW maintains. ADFLOW will notify account holders of any material change of ADFLOW’s Notice.

Complaints and Information

If you have any questions or complaints about your PHC experience or ADFLOW’s privacy practices, you may contact ADFLOW directly at:
1-866-786-2111 or ContactUs@adflowhealth.com