

Privacy and Information Security Policy

This document (our "[Privacy Policy](#)") discloses the privacy and information security practices for alphaphysicaltherapy.net, as well as any online features, services, and/or products offered (collectively, the "[Site](#)") of Great Lakes Physical Therapy, Inc. d/b/a Alpha Physical Therapy (the "[Company](#)"). As part of the normal operation of alphaphysicaltherapy.net, we collect and, in some cases, disclose information about you to third parties. This Privacy Policy describes who we are, how and why we collect, store, use, and share your personal information, and what may happen to that information. By accepting the Terms and Conditions of Use Agreement you expressly consent to our use and disclosure of your personally identifiable information in accordance with this Privacy Policy and applicable law. This Privacy Policy is incorporated into and subject to the terms of alphaphysicaltherapy.net's Terms and Conditions of Use Agreement.

Personal Information We Collect About You

If, upon visiting our Site, your use is limited to browsing our informational content, we will not require that you provide us with any personally identifiable information. However, we may request personal information from you at other times, such as –

- If you enroll for a user account through our Site, we may ask that you provide us with certain personal information, including your name, contact information, location data, information to enable us to check and verify your identity, your gender information (if you choose to give this to us), billing information, transaction and payment information, insurance and other applicable information.
- If you send us e-mails, letters, or other personal correspondence, or if other users or third parties send us correspondence about your activities on the Site, we may keep a record and/or copy of your correspondence and collect such information into a file specific to you.
- We may track certain information about you based upon your use of our Site. We use this information to conduct internal research on our users' demographics, interests, and behavior to better understand and serve our users.
- In addition, we may use "cookies" on certain pages of our Site. Cookies are small files that can be used to track a user's steps or automatically generate a user's password. Some features of our Site may only be available through the use of a cookie. Among other things, cookies allow you to enter your password less frequently during a session. Cookies can also help us provide information which is targeted to your interests. Cookies are stored on your hard drive, not on our Site. Most, but not all, cookies are automatically deleted at the end of a session. You may decline our cookies if your browser permits, although your use of the Site may then be restricted (as noted above).

Where Your Personal Information is Held

Information may be held at our offices and those of our officers, employees, third party agencies, service providers, contractors, advisors, representatives, and agents as described herein (see below: "[Who We Share Your Personal Information With](#)").

How Long Your Personal Information Will Be Kept

We will keep your personal information while you have an account with us or we are providing products and/or services to you. Thereafter, we will keep your personal information for as long as is necessary. Please note that different retention periods apply for different types of personal information.

How We Protect Your Personal Information

alphaphysicaltherapy.net uses commercially practicable means to protect your personal information from being improperly accessed by third parties. Additionally, to the extent that we do not foresee a continued use of any such information, we will destroy such information without retaining copies for our files.

Our Use of Your Information

Our primary use of your information is to administer, maintain, and improve your experience with our Company and on our Site generally as well as provide you with customized, personalization services and interactive communications.

- We use your financial and address/billing information (e.g., your credit card number) to verify your credit and to bill you for our services and provide associated support. We also use your contact information to send you information about the user account(s) that you have created on our Site.
- We may use your IP address to help diagnose problems with our server and to administer the services offered on our Site. We also use your IP address to help identify you and to gather broad demographic information that we may share with our business partners/providers, but in the aggregate and anonymized.
- We use personal information about you to enhance our marketing and promotional efforts, and to improve our content and services. We may also use your information to deliver to you administrative notices, advertisements, new service offerings, promotions, and other communications targeted to you.
- We use information in the file we maintain about you, and other information we obtain from your current and past activities on the Site, to resolve disputes, troubleshoot problems, and enforce our contracts and agreements, including, without limitation, the Site Terms and Conditions of Use Agreement.

Who We Share Your Personal Information With

We routinely share personal information with:

- Our affiliates, owners, partners, officers, employees
- Third parties we use to help deliver our products and/or services to you
- Other third parties we use to help us run our business
- Third parties approved by you, e.g., social media or payment providers
- Credit reference agencies, insurance, and our banks

We may also, as permitted by law, disclose information (including information that individually identifies our clients or identifies client devices) in certain circumstances, including: to satisfy any law, regulation, legal process, or governmental request; to enforce any of our contracts or agreements; to protect the rights, property, or safety of our users and clients; for purposes of fraud protection; to a third-party that you have authorized to verify your account information; as part of a corporate business transaction or restructuring, such as a merger or acquisition; or with your consent.

Privacy Policies of Third Parties

Third parties that have links on our Site may collect personally identifiable information about you. We are not responsible for the privacy policies or practices of such sites and the practices of these sites are not governed by this Privacy Policy. If you have questions about policies or practices of a third party, you should contact them directly.

What Else Should You Know About Your Online Privacy?

While we use practices that are consistent with standards in our industry to protect your privacy, it is important to remember that whenever you voluntarily disclose personal information online, your information can be collected and used by others. If you transmit or post personal information online that is accessible to others, you will not be able to control how that information is used by others. When we receive the transmitted information, we will use the procedures summarized in this Privacy Policy to ensure the integrity and security of that information in our systems. Unfortunately, notwithstanding any of the steps taken by us, it is not possible to guarantee the security and integrity of data transmitted over the Internet. Consequently, while we take the above-described reasonable steps to protect your personal information, we cannot and do not warrant the security or integrity of any information you transmit to us when registering for our Site or otherwise. All such transmission of information is at your own risk. Moreover, though we are committed to having our Site comply with this Privacy Policy, you are ultimately responsible for maintaining the secrecy of your password and your personally identifiable information. If you are careless with your password, or you decide to share your password with third parties, you must be aware of the risk that such third parties will have access to all your personally identifiable information.

Changes to This Privacy Policy

ALPHAPHYSICALTHERAPY.NET RESERVES THE RIGHT, WITH OR WITHOUT NOTICE, TO MAKE CHANGES TO THIS POLICY AT AND IN THE COMPANY'S SOLE DISCRETION. ANY SUCH CHANGES SHALL BE EFFECTIVE IMMEDIATELY. YOUR CONTINUED USE OF ANY PART OF THE SITE OR ANY SERVICE CONSTITUTES YOUR ACCEPTANCE OF SUCH CHANGES TO THIS POLICY. YOU SHOULD REVIEW THIS POLICY PERIODICALLY TO DETERMINE IF ANY CHANGES HAVE BEEN MADE. THE MOST CURRENT VERSION OF THIS POLICY IS POSTED ON THIS PAGE.

Question about Privacy Policy

If you have any questions regarding this Privacy Policy, please contact us at info@alphaphysicaltherapy.org with attention to the President.