

## **Marvel Foot & Ankle Centers Privacy Policy Effective Date: December 21, 2024**

At Marvel Foot & Ankle Centers, we respect and value your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, use our services, or engage with us in other ways. Please read this policy carefully to understand our views and practices regarding your personal data and how we will treat it.

### **1. Information We Collect**

We collect several types of information, including:

**Personal Identification Information:** Name, email address, phone number, and other similar contact data.

**Technical Information:** IP address, browser type, operating system, and browsing habits through cookies and similar technologies.

**Usage Data:** Information about how you interact with our website, such as pages visited, time spent, and features used.

**Transaction Information:** If you make purchases or enter into financial transactions with us, we collect your payment details and related transaction information.

### **2. Mobile Messaging Terms and Consent**

When you provide your mobile number to Marvel Foot & Ankle Centers, you expressly consent to receive text messages, including messages sent using an automatic telephone dialing system.

Message types may include:

- Account notifications and alerts
- Transaction confirmations
- Service updates and maintenance notifications
- Customer support communications

**Mobile Messaging Details:-** Message frequency varies based on your account activity and preferences- Message and data rates may apply as determined by your wireless carrier- Text STOP to unsubscribe from messages at any time- Text HELP for customer support information- Supported carriers include AT&T, T-Mobile, Verizon, Sprint, and others- Your consent to receive messages is not a condition of purchase

Phone Number Protection:- We NEVER sell phone numbers to third parties- Numbers are only shared with authorized service providers for message delivery- Phone numbers are encrypted in our systems- Numbers are deleted upon account termination or opt-out request

Message Content and Delivery:- Message content is encrypted during transmission- Message logs are retained for 12 months- Message delivery status is monitored for quality assurance

### 3. How We Use Your Information

We may use the information we collect for the following purposes:To provide and maintain our services.

To improve user experience and website functionality.

To process transactions and fulfill orders.

To communicate with you regarding updates, promotions, or other information relevant to your engagement with us.

To comply with legal obligations.

To deliver authorized text messages and communications based on your consent and preferences.

### 4. Information Sharing and Disclosure

NO mobile information will be shared with third parties/affiliates for marketing/promotional purposes. Information sharing to subcontractors in support services, such as customer service is permitted. All other use case categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

We may share your information with:- Service providers necessary for delivering our messaging services- Partners who assist in message delivery and verification- Law enforcement when required by law- Third parties only with your explicit consent

Legal Obligations: We may disclose your information when required by law in response to subpoenas, court orders, or legal processes.

### 5. Data Security

We are committed to protecting your personal information. We use industry-standard security measures to safeguard your data from unauthorized access, alteration, or destruction. However, no data transmission over the internet can be guaranteed as 100% secure, and we cannot ensure or warrant the security of any information you transmit to us.

Specific security measures for mobile messaging include:- Encryption of phone numbers and message content- Secure data storage systems- Regular security audits- Access controls and authentication- Employee security training- Incident response procedures

## 6. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience on our website. Cookies help us remember your preferences, improve site performance, and analyze user behavior. You may choose to disable cookies in your browser settings, but doing so may affect certain functionalities of our site.

## 7. Your Rights

Depending on your location, you may have certain rights regarding your personal data, including:

The right to access, correct, or delete your personal information.

The right to object to or restrict the processing of your data.

The right to withdraw consent for data processing where consent is the legal basis.

Specific to mobile messaging:- Right to opt out of messages by texting STOP at any time- Right to request deletion of your phone number- Right to modify messaging preferences- Right to request your messaging history

## 8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. If we make material changes affecting our mobile messaging services, we will notify you via:- Email notification- Text message (if opted in)- Website notice

We encourage you to review this policy periodically to stay informed about how we are protecting your information.

## 9. Contact Us

If you have any questions or concerns about this Privacy Policy or our mobile messaging services, please contact us at:

Email: [contact@marvelfootankle.com](mailto:contact@marvelfootankle.com) or Text: HELP to 480-909-3700 Phone: 480-909-3700

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