

PRIVACY POLICY

Last Modified: 1/21/23

This Privacy Policy applies to your use of the Practical Primary Care application (the “**App**”). All references to “us” (and similar words such as “we” and “our”) mean Bright MD Apps, LLC, a Kansas limited liability company. All references to “you” (and similar words such as “your”) mean the individual using the App.

By using the App, you are agreeing to this Privacy Policy. If you do not agree to this Privacy Policy, then you may not use the App.

Information We Collect

Anonymous Data

We may collect (or you may provide to us) information which is not personal in nature and which may not be used to identify you as a specific individual or business (“**Anonymous Data**”).

Personal Data

As a result of your use of the App we may collect (or you may provide to us) the following types of information (“**Personal Data**”):

- **Information We Collect Automatically:** We may collect information about you automatically, including your IP address, operating system, browser ID, browsing activity, time stamps, site navigation, button clicks, and similar types of information. We may also use and/or collect cookies and other types of data files (such as web beacons and cookie-equivalent technology), some of which may be stored on your computer or electronic device for use when you use the App.

How We Use Your Information

Anonymous Data

We may use Anonymous Data for any purpose not otherwise prohibited by applicable law, without your consent, without providing notice to you, and without providing compensation to you.

Personal Data

We will not share or sell your Personal Data.

We may use your Personal Data as follows:

- **Provision and Customization of App** We may use your Personal Data to provide the App to you for the App’s intended purposes, as well as to customize and/or enhance your use of the App.
- **Payments:** We may use your Personal Data to charge payments against your payment methods as described in our Terms of Service. The current version of the App does not collect payments.
- **Advertising:** We may use your Personal Data to serve more customized ads to you on the App.
- **Communications:** We may use your Personal Data to send communications to you, including marketing communications.
- **Per our Terms of Service** We may use your Personal Data as provided in our Terms of Service.

Improvements to the App

If you share ideas or suggestions with us regarding how to improve or modify the App, then we may use all the same without your consent, without providing notice to you, and without providing compensation to you.

Compliance with Legal Process

We may use and/or share your Personal Data as follows: (a) to comply with court orders, valid discovery requests, valid subpoenas, and other appropriate legal mechanisms; (b) to respond to lawful requests by public authorities, including to meet national security or law enforcement requirements; (c) to prosecute and defend a court, arbitration, or similar legal proceeding; (d) with our representatives and advisors, including attorneys and accountants; and/or (e) if we have a good faith belief that disclosure is necessary to enforce this Privacy Policy or our Terms of Service or to investigate or prevent illegal or immoral actions.

Aggregated Data

We may aggregate your Personal Data with information we have about other users, individuals, and business, for the purpose of converting your Personal Data into Anonymous Data. Once converted, we may use that information as provided in this Privacy Policy.

Your Choices Regarding Your Information

Cookies & Tracking Data

You may restrict our ability to use cookies and certain other types of data files by adjusting the settings on your device or browser.

Deleting Your Data

You may request that we delete your Personal Data from the App, and we will honor that request to the extent we can do so without unreasonable burdens on our technical infrastructure. However, we likely will not have any means to delete data from your device. It will be your responsibility to delete data on your device yourself.

Security

We will use commercially reasonable efforts to protect your information, especially your personally identifiable information and payment information. However, since the Internet is not a 100% secure environment, we cannot ensure or warrant the security of any information you transmit to us. Further, it is your responsibility to protect the security of your login information and credentials.

Power to Amend This Privacy Policy

This Privacy Policy is effective as of the Last Modified date at the top of this page.

We may amend this Privacy Policy at any time, for any reason, with or without notice to you, and your continued use of the App after the amended Privacy Policy is posted on the App will constitute your acknowledgment and agreement to the amended Privacy Policy. However, to the extent the amended Privacy Policy materially alters your rights or obligations in this Privacy Policy, the amended Privacy Policy will become effective upon the earlier of (a) your continued use of the App with actual knowledge of the amended Privacy Policy; or (b) 30 days after the amended Privacy Policy is posted on the App