

# Privacy Policy



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[www.OmniaTeleHEALTH.com](http://www.OmniaTeleHEALTH.com) (<https://www.OmniaTeleHEALTH.com>)

Effective: June 28, 2023 - This privacy policy describes how Coastal Health & Wellness dba Omnia TeleHEALTH (“Omnia TeleHEALTH”, “We”, “Us” or “Our”) collects, stores, and/or uses the personal information when You use our services or provide information on our website: [www.OmniaTeleHEALTH.com](http://www.OmniaTeleHEALTH.com) (the “Site”). It also describes the choices available to You regarding our use of Your personal information and how You can access and update this information. “You” and “Your” means the healthcare consumer who has accessed the Site in order to use the OmniaTeleHEALTH services (“Services”).

## What does this Privacy Policy cover?

This Privacy Policy covers our treatment of personally identifiable information (“Personal Information”) that we gather when you are accessing or using our Services, and to the treatment of personally identifiable information by any of our partners, but not to the practices of other companies we don’t own or control, or people we don’t manage. We gather various types of personal information from our users, as explained in detail below, and we use this Personal Information in connection with our Services. In certain cases, we may also share some Personal Information with third parties but only as described below.

## How we collect and use Personal Information

We may collect and store any information you knowingly provide to us. This includes:

- Contact Information such as name, email address, mailing address, phone number
- Social Security Number
- Demographic information such as age, education, gender, interests and ZIP Code
- Billing Information such as credit card number, and billing address
- Health or Medical Information such as prescription information
- Information about Your computer or mobile device such as Your IP address, browser type, referring/exit pages, and operating system (as is true of most websites)

We use this information to:

- Provide You access to the Services
- Fulfill Your order
- Send You an order confirmation
- Respond to customer service requests
- Administer Your account

The primary reason we collect Your health information is so a clinician can treat You. This information is ONLY shared with the clinician treating You and authorized staff. To provide safe treatment, You agree to supply them with past medical and health information and grant access to past visits You have completed.

To the extent permitted by law and if you provided your contact information to us, we may store and use that information to contact you for the reasons listed above by various means including regular mail, email, telephone including voicemail, or SMS (text message). We may also use your information to communicate with you about your account.

## HOW DO WE PROCESS AND TREAT YOUR PROTECTED HEALTH INFORMATION (PHI) OR MEDICAL RECORDS?

We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent.

**We process your personal information for a variety of reasons, depending on how you interact with our Services, including:**

- **To facilitate account creation and authentication and otherwise manage user accounts.** We may process your information so you can create and log in to your account, as well as keep your account in working order.
- **To deliver and facilitate delivery of services to the user.** We may process your information to provide you with the requested service.
- **To respond to user inquiries/offer support to users.** We may process your information to respond to your inquiries and solve any potential issues you might have with the requested service.
- **To send administrative information to you.** We may process your information to send you details about our products and services, changes to our terms and policies, and other similar information.
- **To fulfill and manage your orders.** We may process your information to fulfill and manage your orders, payments, returns, and exchanges made through the Services.
- **To enable user-to-user communications.** We may process your information if you choose to use any of our offerings that allow for communication with another user.
- **To request feedback.** We may process your information when necessary to request feedback and to contact you about your use of our Services.
- **To send you marketing and promotional communications.** We may process the personal information you send to us for our marketing purposes, if this is in accordance with your marketing preferences. You can opt out of our marketing emails at any time. For more information.
- **To deliver targeted advertising to you.** We may process your information to develop and display personalized content and advertising tailored to your interests, location, and more.
- **To post testimonials.** We post testimonials on our Services that may contain personal information.
- **To protect our Services.** We may process your information as part of our efforts to keep our Services safe and secure, including fraud monitoring and prevention.
- **To evaluate and improve our Services, products, marketing, and your experience.** We may process your information when we believe it is necessary to identify usage trends, determine the effectiveness of our promotional campaigns, and to evaluate and improve our Services, products, marketing, and your experience.
- **To support OMNIA's Medical's services.** We may use your information to carry out various clinical support, operational, or administrative needs of Omnia.
- **To identify usage trends.** We may process information about how you use our Services to better understand how they are being used so we can improve them.
- **To determine the effectiveness of our marketing and promotional campaigns.** We may process your information to better understand how to provide marketing and promotional campaigns that are most relevant to you.
- **To comply with our legal obligations.** We may process your information to comply with our legal obligations, respond to legal requests, and exercise, establish, or defend our legal rights.

## Information Obtained from Third Parties

If You provide us personal information about others, or if others give us Your information, we will only use that information for the specific reason for which it was provided to us.

## Dependents

Reports created for other adults or legal dependents that You elect to add to Your account are only accessible through the primary account holder's email address and password. Minors are not allowed to complete a Omnia TeleHEALTH visit without parental help.

## WHAT ARE YOUR PRIVACY RIGHTS?

You may review, change, or terminate your account at any time.

**Opting out of marketing and promotional communications:** You can unsubscribe from our marketing and promotional communications at any time by clicking on the unsubscribe link in the emails that we send, or by contacting us using the details provided in the "HOW CAN YOU CONTACT US ABOUT THIS NOTICE?" section below. You will then be removed from the marketing lists. However, we may still communicate with you — for example, to send you service-related messages that are necessary for the administration and use of your account, to respond to service requests, or for other non-marketing purposes.

### Ability to Review Account Information

If you would at any time like to review or change the information in your account or terminate your account, you can:

- Contact us using the contact information provided.
- Log in to your account settings and update your user account.

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, we may retain some information in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our legal terms and/or comply with applicable legal requirements.

## Information Sharing

We will share Your personal information with third parties only in the ways that are described in this Privacy Policy. We do not rent or sell Your personal information to anyone.

We may provide Your personal information to companies that provide services to help Us with our business activities such as offering services related to the Site. These companies are authorized to use Your personal information only as necessary to provide these services to us.

We may also disclose Your personal information:

- As required by law such as to comply with a subpoena or similar legal process.
- When we believe in good faith that disclosure is necessary to protect Our rights, protect Your safety or the safety of others, investigate fraud, or respond to a government request.
- If Omnia TeleHEALTH is involved in a merger, acquisition, or sale of all or a portion of its assets, You will be notified via email and/or a prominent notice on our Site of any change in ownership or uses of Your personal information, as well as any choices You may have regarding Your personal information.
- To any other third party with Your prior consent to do so.
- Health information with the clinician treating You and the clinician's authorized staff.
- To facilitate convenient, safe and affordable health care.

## Cookies and Other Tracking

We, Omnia TeleHEALTH, and our partners, (health system partners, marketing affiliates, or analytics services) use technologies such as cookies, beacons, tags, and scripts, to analyze trends, administer the Site, track users' movements around the Site, and to gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual and aggregated basis.

We may use cookies, for example, to keep track of Your preferences and profile information. Cookies are also used to collect general usage and volume statistical information that does not include personal information. Our third party partners employ clear gifs (a.k.a. web beacons/web bugs), images, and scripts that help them better manage content on our Site. Users can control the use of cookies at the individual browser level. If You reject cookies, You may still use our Site, but Your ability to use some features or areas of our Site may be limited.

We use Local Storage, such as HTML5, to store content information and preferences. Various browsers may offer their own management tools for removing HTML5.

## Third Party E-Commerce Provider

Our shopping cart is hosted by our e-commerce solutions provider. They host Our ordering system and collect Your billing information directly from You for the purpose of processing Your order. Our company does not use this information for any other purpose.

## Links to Other Websites

Our Site includes links to other websites whose privacy practices may differ from those of Omnia TeleHEALTH. If You submit personal information to any of those sites, Your information is governed by their privacy policies. We encourage You to carefully read the privacy policy of any website You visit

## Security

Omnia TeleHEALTH takes all measures reasonably necessary to protect personal information from unauthorized access, alteration, or destruction; maintain data accuracy; and ensure the appropriate use of personal information. When we collect personal information directly from You and when You enter sensitive information on our order forms, we encrypt the transmission of that information using secure socket layer technology (SSL) to encrypt transfer of data. While We follow generally accepted industry standards to protect the personal information submitted to Us, both during transmission and once We receive it, no method of transmission over the Internet, or method of electronic storage, is 100% secure. If You have any questions about security on our Site, You can contact us at [office@coastalhw.com](mailto:office@coastalhw.com).

## Additional Policy Information

Our Site may include Widgets, which are interactive mini-programs that run on our site to provide specific services from another company (e.g. displaying the news, opinions, music, etc.). Personal information, such as Your email address, may be collected through the Widget.

Cookies may also be set by the Widget to enable it to function properly. Information collected by this Widget is governed by the privacy policy of the company that created it.

## Data Retention

Your account will remain active as needed to provide You Services. If You wish to deactivate Your account, please contact [office@coastalhw.com](mailto:office@coastalhw.com). We will retain and use Your information as necessary to comply with Our legal obligations, resolve disputes, and enforce our agreements.

## Notification of Privacy Policy Changes

We may update this Privacy Policy to reflect changes to Our information practices. If We make any material changes, We will notify You by email (sent to the email address specified in Your account) or by means of a notice on the Site prior to the change becoming effective. We encourage You to periodically review this page

for the latest information on our privacy practices.

## Notification: Email and Text Messages

You must provide Your email address and phone number when creating an account so We can notify You when Your clinician has responded. If You elect to receive a text message, We share Your phone number with a third party vendor that sends text messages. We share no health or demographic data with this company.

## Pharmacy and Prescription Routing

If You get a prescription, You can choose the pharmacy where You want to pick it up. To generate the list of pharmacies, We may use two pieces of information:

1. A specific address
2. Your current location (GPS equipped devices only)

In both cases You must agree to let Us use this information. We do not send the pharmacy any information about Your current location or home address. We do not share Your demographic or health data with drug companies or pharmacies.

You may opt-out of location-based services at any time by editing the setting at the device level.

## Omnia TeleHEALTH Employees

Every employee at Omnia TeleHEALTH has completed HIPAA training and job-specific training on how to protect the privacy and security of Your health information.

If You have a complaint or a data privacy concern that We have not addressed satisfactorily, You may contact Omnia TeleHEALTH directly using the information at the end of this page.

Additionally, You may submit a complaint to the U.S. Department of Health and Human Services Office for Civil Rights, further information is available at [www.hhs.gov/ocr/privacy/hipaa/complaints/](http://www.hhs.gov/ocr/privacy/hipaa/complaints/)

Omnia TeleHEALTH will not retaliate against You for filing a complaint.

## Contact Information

### HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

If you have questions or comments about this notice, you may email us at [office@coastalhw.com](mailto:office@coastalhw.com) or by mail to:

**Privacy Official:**

Coastal Health & Wellness LLC dba Omnia TeleHEALTH

1 Spanish Main

Spanish Fort, AL 36527

Attn: Blair Lober, Privacy Officer

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**Signature\***

*(This will require your client's signature)*