

ALLERGY, ASTHMA & IMMUNOLOGY SPECIALISTS
Website Privacy Policy

Effective Date: April 20, 2026

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Allergy Asthma & Immunology Specialists, LLC and its subsidiaries and affiliates (the “**Company**” or “**we**”) respect your privacy and are committed to protecting it through our compliance with this Privacy Policy.

Please read this Privacy Policy (the “**Policy**”) carefully to understand our policies and practices regarding your information. This Policy applies to the information we may collect from you, or that you may provide to us, when you visit or interact with the website located at <https://eaallergy.com/> (the “**Website**”), including when you use the Website to communicate with us electronically, including through a chat bot, or otherwise access or use any of the features or functionality offered on or through the Website (collectively, our “**Services**”), as well as when you respond to our invitations and marketing communications, such as emails and SMS/text messages. This Policy also describes our practices for collecting, using, maintaining, protecting, and disclosing that information, as well as your choices and rights with respect the same.

This Policy does not apply to information collected by us offline or to information collected from third parties, including any third-party websites that may be accessible on or through this Website. Our collection and use of your health information, including information about your health history, symptoms, test results, diagnoses, treatment, and claims and payment history (collectively, “**Health Information**”) is subject to our <<[**Health Information Privacy Notice**](#)>>. Any information you provide in connection with the Patient Portal offered by our service provider, eClinicalWorks, is also subject to the privacy policy of eClinicalWorks, available at <https://request.eclinicalworks.com/privacy/privacy-policy.php>.

By accessing or using this Website or responding to our marketing communications (other than to opt-out), you agree to our Processing your Personal Information as described in this Policy. If you do not agree with our policies and practices, do not use this Website, respond to our marketing communications (other than to opt-out), or provide us with any Personal Information.

At this time, the Website is only intended for access or use by residents of the United States who are legal adults. If you are not a resident of the United States or are under 18 years of age (or the age of majority in your jurisdiction), the Website is neither intended for nor directed towards you. This Website is offered and available to users who are able to enter into an enforceable agreement with the Company, and, by using this Website, you represent and warrant that you are of legal age to form a binding contract with us. This Policy may change from time to time (see <<[**Changes to Our Privacy Policy**](#)>>). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the Policy periodically for updates.

If you have any questions about this Policy or our privacy practices, please contact us using the information in the <<[**Contact Information**](#)>> section at the end of the Policy.

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1. **Definitions**

The following capitalized terms apply throughout this Policy. Capitalized terms used in this Policy that are not included below are defined elsewhere in the Policy.

“**Aggregated Information**” is information about groups or categories of individuals, which does not identify and cannot reasonably be used to identify an individual.

“**Individual**” or “**consumer**” means a living natural person.

“**Non-Identifying Information**” is any information that does not directly or indirectly identify, and cannot reasonably be used to identify, an individual, household, or device.

“**Personal Information**” is any information that can identify, relate to, describe, or be linked with a consumer or their household.

“**Process**,” “**Processing**,” or “**Processed**” means any operation or set of operations performed on Personal Information, including through automated means.

“**Sensitive Personal Information**” is Personal Information that reveals a consumer’s (a) social security, driver’s license, state identification card, or passport number; (b) account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account; (c) precise geolocation; (d) racial or ethnic origin, religious or philosophical beliefs, or union membership; (e) the contents of a consumer’s mail, email and text messages, unless the business is the intended recipient of the communication; (f) genetic data; (g) the Processing of biometric information for the purpose of uniquely identifying a consumer; (h) Personal Information collected and analyzed concerning a consumer’s health; or (i) Personal Information collected and analyzed concerning a consumer’s sex life or sexual orientation.

2. **Information We Collect**

We collect several types of information from and about users of this Website, including Personal Information and Non-identifying Information. We may use Personal Information and Non-identifying Information to create Aggregated Information. We do not treat Aggregated Information as Personal Information because it does not identify and cannot reasonably be used to identify an individual. We do not knowingly collect Sensitive Personal Information through the Website except as described below. Any Health Information that we collect is only used as disclosed in our <<**Health Information Privacy Notice**>>. We do not collect or Process your Sensitive Personal Information, including your Health Information, for the purpose of inferring characteristics about you.

In particular, in the twelve (12) months prior to the “last updated” date of this Policy, we have collected the following categories of Personal Information from consumers:

Category	Examples of Information Collected
Identifiers	<p>A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other similar identifiers, and Social Security number</p> <p>We do not collect information such as Driver’s License number or passport number.</p>
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))	<p>A name, address, telephone number, Social Security number, insurance policy number, education, employment, medical information, and health insurance information</p> <p>We do not collect information such as signature, physical characteristics or description, passport number, driver's license or state identification card number, employment history, membership in professional organizations, professional licenses and certifications, bank account number, credit card number, debit card number, or any other financial information.</p>
Protected classification characteristics under California or federal law	<p>Age (40 years or older), race, marital status, medical condition, and sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions)</p> <p>We do not collect information such as color, ancestry, national origin, citizenship, religion or creed, sexual orientation, reproductive health decision-making, military and veteran status, or genetic information (including familial genetic information).</p>
Commercial information	<p>We do not collect this information, for example, records of personal property, products, or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p>
Biometric information	<p>We do not collect this information, for example, genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.</p>
Internet or other similar network activity	<p>Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement</p>
Geolocation data	<p>We do not collect this information, for example, physical location or movements or precise geolocation.</p>
Sensory data	<p>We do not collect this information, for example, audio, electronic, visual, thermal, olfactory, or similar information.</p>
Professional or employment-related information	<p>Current job employer</p> <p>We do not collect information such as past job history or performance evaluations.</p>

Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99))	We do not collect this information, for example, education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.
Inferences drawn from other Personal Information	We do not collect this information, for example, profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes
Account access information	We do not collect this information, for example, Log-In, Account, or Financial Card Number, in combination with required Access Code

3. How We Collect Information

We obtain the categories of Personal Information listed above from the following sources:

- Directly from you. For example, we obtain information from you when you sign up for offers, updates, emails, and/or SMS/text messages, request technical support or otherwise contact us through the Website (including through a chatbot), complete forms on the Website, book or schedule an appointment, or register for and/or access the Patient Portal.
- Indirectly from you. For example, we collect information about you based on your actions on our Website or obtaining your contact information from electronic communications you send through the Website.

As you navigate through and interact with our Website, we may use automatic data collection technologies, such as pixels, cookies, and analytics to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.
- Information about the types of marketing communications that you open and/or to which you respond.
- Page URLs and referrers.

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking). Some browsers allow users to select “DO NOT TRACK” as an option to tell website owners you do not wish to have your information tracked. Please note that our Website currently does not respond to Do Not Track signals.

We use the information (including Personal Information) we collect automatically to help determine how visitors use parts of the Website so that we can analyze trends, administer the Website, and gather broad demographic information to provide for a better experience for the user. We also use this information to:

- Estimate our audience size and usage patterns.

- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.
- Administer and troubleshoot issues directly related to the Website.

The technologies we use for this automatic data collection may include cookies, pixels, web beacons, and other online tracking technologies. Some of these automatic data collection technologies, as well as other content or applications on this Website, are provided by third-parties, including advertisers, ad networks and servers, content providers, and application providers. We do not control these third parties or any technologies they may use. For more information about these third parties, as well as about our own use of automatic data collection technologies, please see our <<***Cookie Policy (Online Tracking Technologies)***>>. For information about your choices and rights regarding these automatic data collection technologies, please see <<***Choices About How We Use and Disclose Your Information***>>.

4. How We Use Personal Information

We may use or disclose the Personal Information we collect for one or more of the following purposes:

- To comply with professional or regulatory obligations.
- To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to request information or ask a question about our products or services, we will use that Personal Information to respond to your inquiry. We may also save your information to facilitate responses to your future inquiries.
- To provide, support, personalize, and further develop our Website, products, and/or services. This includes sharing your Personal Information with internet service providers, data analytics providers, and operating systems and platforms.
- To process your requests and provide you with our services.
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- To send you our promotional materials or those of our affiliates, business partners, service providers, and advertising networks.
- To enforce or apply our Terms of Use and other agreements, including for billing and collection purposes.
- To personalize your Website experience and to deliver content and product and service offerings relevant to your interests, and via email or text message (with your consent, where required by law).
- To help maintain the safety, security, and integrity of our Website, products, services, databases and other technology assets, and business.
- For testing, research, analysis, and product development, including to develop and improve our Website, products, and services.

- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your Personal Information.
- For our legitimate interests or those of a third party.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by us about our Website users is among the assets transferred.
- Where you consent.

A legitimate interest is when we have a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests. We will not collect additional categories of Personal Information or use the Personal Information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

Unless you instruct us to delete your Personal Information (See <<**Exercising Your Rights**>>), we retain your Personal Information for as long as it is needed to fulfill the purpose for which it was collected, including for as long as we are using it to provide products or services to you, for as long as we are communicating with you, or for as long as required by law. When it is no longer necessary for us to retain your Personal Information, we will delete or anonymize it.

5. How We Share and Disclose Personal Information

We do not sell, trade, rent, or share Personal Information in exchange for money. Under certain privacy laws, however, our use of your Personal Information may nonetheless be considered a “sale” of Personal Information. We will only share your Health Information as set forth in the <<**Health Information Privacy Notice**>>. We share your other Personal Information with third parties, as outlined in this Policy, or as otherwise permitted by law. We may share Aggregated Information, Non-identifying Information, and other information that does not identify any individual with our business partners, trusted affiliates, service providers, and advertisers for the purposes outlined in this Policy, without restriction. We do not engage in profiling. We do not share or sell your Sensitive Personal Information.

We will not share your phone number with third parties or affiliates for marketing purposes. However, we may share your Personal Information by disclosing it to a third party for a business purpose, including email or SMS/text marketing service providers with whom we contract to send emails or SMS/text messages to you. We only allow our service providers to handle your Personal Information if we are satisfied that they take appropriate measures to protect your Personal Information.

In the twelve (12) months prior to the “last updated” date of this Policy, we have disclosed the Personal Information detailed in the chart found in <<**Information We Collect**>> for a business purpose to the categories of third parties indicated in the chart below.

Category	Disclosed to
Identifiers	Service Providers

Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))	Service Providers
Protected classification characteristics under California or federal law	Service Providers
Internet or other similar network activity	Service Providers
Professional or employment-related information	Service Providers

6. **Promotional Communications and SMS/Text Messages**

We may use your Personal Information to send you newsletters, marketing or promotional materials, or updates about us or our products or services. We have a legitimate interest in Processing your Personal Information for promotional purposes. However, where consent is needed, we will ask for this consent separately and clearly.

Right to Opt-Out of Promotional Offers and SMS/text Messages: From time to time, we may ask for your consent to receive SMS/text messages from us for the purposes of marketing, promoting, or advertising our products or services to you or providing you with information about our products or services. ***By providing your consent, you agree that we may contact you via SMS/text messaging using the phone number that you provide to us.*** Receiving SMS/text messages is optional, and you can stop them at any time. ***The Company will not share your phone number with third parties or affiliates for marketing purposes.***

If you do not wish to have your email address, phone number, or other contact information used by the Company to promote our products or services, you can opt-out of non-essential communication by:

- Contacting us as provided in the <<***Contact Information***>> section below;
- Using the “UNSUBSCRIBE” link in emails; or
- Replying “STOP” in response to a SMS/text message.

Please note that your election not to receive promotional and marketing correspondence from us will not (a) preclude us from corresponding with you, by email, SMS/text or otherwise regarding your existing or past relationship with us, nor (b) preclude us, including our employees, contractors, agents and other representatives, from accessing and viewing your Personal Information while maintaining and improving this Website or any other legally permissible purpose. This opt out does not apply to information provided to the Company as a result of a product or service purchase, warranty registration, product service experience, or other transactions.

If you instruct us to provide further products or services in the future, make additional requests, or if there are changes in the law, regulations, or the structure of our business, we may ask you to confirm or update your preferences regarding promotional communications.

7. **Choices About How We Use and Disclose Your Information**

You have the ability to exercise certain controls and choices regarding our collection, use and sharing of your Personal Information. In accordance with the laws that may apply to you, your controls and choices may include:

The Right to Know/Right To Access: You have the right to know what Personal Information we collect about you. Upon receipt of your request, and confirmation of your identity, we will disclose to you:

- the categories and specific pieces of Personal Information that we have collected about you in the past 12 months;
- the sources from which we have collected that information;
- our business or commercial purpose for collecting such information;
- the categories and specific pieces of Personal Information that we have disclosed to third parties for a business purpose during the past twelve months;
- the categories and specific pieces of Personal Information that we have sold to third parties during the past twelve months; and
- the third parties to whom we have disclosed or sold such Personal Information.

In most cases, you may request this information up to two times each year.

The Right to Data Portability: You have the right to request a copy of the Personal Information we have about you. We will provide it in a format of our choosing that you can reasonably transfer to a third party.

The Right to Correct/Right to Rectification: You have the right to request that we correct any inaccurate Personal Information that we may maintain about you, subject to applicable legal exceptions.

The Right to Delete/Right to Erasure: You have the right to request that we delete your Personal Information, subject to applicable legal exceptions. If you submit this request, we will review it and attempt to confirm your identity. Once we confirm your identity, and assuming no exception applies that requires or allows us to retain your Personal Information, we will delete it and direct our service providers to do the same.

We may deny your deletion request in certain instances, including if, for example, retaining the Personal Information is necessary for us or our service provider(s) to:

- Complete the transaction for which we collected the Personal Information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
- Debug products to identify and repair errors that impair existing intended functionality.
- Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
- Comply with any international, national, federal, state, or local laws, rules or regulations, applicable to us or to your Personal Information.
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
- Comply with a legal obligation or other lawful uses.

Right to Opt Out of Targeted Advertising and Profiling: The Company does not engage in targeted advertising or profiling.

Right to Opt Out of Sale or Sharing of Personal Information: You have the right to “opt out” of the “sale” or “sharing” of your Personal Information to or with “third parties” (as those terms are defined by

applicable law). There may be situations where we cannot fulfill your requests if you opt-out of such sharing, and we will notify you if this applies.

You may also use an authorized agent to submit a request to opt-out on your behalf if you provide the authorized agent signed written permission to do so.

To opt-out of the sale or sharing of your Personal Information, you or your authorized representative can click on the following link:

<<DO NOT SELL OR SHARE MY PERSONAL INFORMATION>>

You have the right to limit our use of your Sensitive Personal Information. To limit the use of your Sensitive Personal Information, you or your authorized representative can click on the following link:

<<LIMIT THE USE OF MY SENSITIVE PERSONAL INFORMATION>>

You may also submit a request to us as provided in <<*Exercising Your Rights*>>. Also, you may enable, where available, a universal tool that automatically communicates your opt-out preferences, such as the Global Privacy Control.

Once you make a request to exercise your data privacy rights, we will wait at least twelve (12) months before asking you to reauthorize Personal Information sales or sharing. However, you may change your mind and opt back in to our use of your Personal Information by contacting us as provided in the <<*Contact Information*>> section below. You do not need to create an account with us to exercise your privacy rights. We will use Personal Information provided in your privacy rights request only to review and comply with the request.

In addition, you have other mechanisms to control your information, including:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this site may be inaccessible or not function properly. For more information, see <<*Cookie Policy (Online Tracking Technologies)*>>.
- **Disclosure of Your Information for Third-Party Advertising.** If you do not want us to share your Personal Information with unaffiliated or non-agent third parties for promotional purposes, you can also opt-out by sending us an email with your request to the email address provided in the <<*Contact Information*>> section, in addition to using the opt-out link set out in this Policy.

We do not control third parties' method of collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website at <https://optout.networkadvertising.org/?c=1>.

Accessing and Correcting Your Information

You may contact us as provided in the <<*Contact Information*>> section to request access to, correct, or delete any Personal Information that we have collected about you. In some instances, we cannot delete your Personal Information except by also deleting your user account, if you have a user account. We may

not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Residents of certain states may have additional Personal Information rights and choices. Please see <<*Your Jurisdictional Privacy Rights*>> below for more information.

8. Cookie Policy (Online Tracking Technologies)

We use cookies, pixel tags, local storage, and other technologies to automatically collect information through this Website. These technologies allow us to understand who has interacted with us and also help us to operate this Website and provide our services more efficiently.

Cookies are small data files created by web browsers and downloaded onto your computer or other device when you access a website. Cookies help make your browsing experience with this Website more personal. Different cookies serve different purposes, such as recognizing your devices, storing information about your preferences, identifying the geographic area of a user, tracking browsing habits and preferences, recalling information entered on forms, login pages, or other features of this Website. This helps us understand how this Website is being used and is used to generally improve your browsing experience on this Website.

A pixel tag (also known as a web beacon) is a piece of code embedded on this Website that collects information, including Personal Information, about users' engagement on the site. Pages of our Website and our e-mails may contain pixel tags that permit the Company to, for example, count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

Types of Cookies

- ***First Party Cookies.*** These cookies are those that may be managed by the Company and originate from this Website.
- ***Third Party Cookies.*** These cookies originate with service providers or business partners providing services on or through this Website and can be used by these third parties to recognize your device when it visits other websites. Third Party Cookies may also be used for other purposes, such as analytics, advertising, and social media features.
- ***Session Cookies.*** These cookies expire once you close your web browser.
- ***Persistent Cookies.*** These cookies stay on your computer or mobile device until you delete them.
- ***Strictly Necessary Cookies.*** These cookies are necessary for this Website to function. Strictly necessary cookies are typically set in response to actions or services that you request, such as setting your privacy preferences, logging in, or filling out a form. Strictly necessary cookies can also be used to manage sessions on load-balanced servers or to ensure user requests are routed consistently to the correct server. You can set your browser to block these cookies or to alert you about these cookies, but some parts of this Website will not work if you select such settings.
- ***Analytics/Performance Cookies.*** These cookies count visits and traffic sources so the performance of this Website can be measured and improved, including determining whether a user is new or returning, distinguishing users from one another, and calculating new and returning visitor statistics. These cookies help us to know which pages are the most and least popular on this Website and to see how visitors move around this Website. For example, we use Google Analytics to help us understand how frequently the same people revisit this Website, how this

Website is found (from advertising or referring websites), and which pages are most frequently viewed. All information collected through these performance cookies is aggregated and anonymous. This information is combined with data from a large number of other users to create an overall picture of Website use, and is not identified individually or personally and is not linked to any other information we store about you.

- **Functional Cookies.** Functional cookies are small pieces of code that are stored on a device or browser to help websites remember user preferences and provide additional functionality. They can be first-party or third-party, persistent or session-based, and are generally considered "strictly necessary" cookies that don't require consent. Functional cookies are anonymous and do not track browsing activity across other websites. An example of a functional cookie is a cookie that remembers user location, chosen language, or other settings to provide a personalized user experience on a website. Other examples of functional cookies include chat services and user preferences.
- **Marketing/Advertising Cookies.** Tracking/Marketing/Advertising cookies track your online activity to help advertisers deliver more relevant advertising or to limit how many times you see an ad. These cookies can share that information with other organizations or advertisers. These are persistent cookies and usually originate with third-parties. You can opt-out of many of these cookies by updating your preferences on www.aboutads.info.
- **Social Media Cookies.** Social media cookies are stored on your computer browser to help you log into your social media accounts faster. Social media companies may recognize you and collect Personal Information about your visit to this Website, and they may set a cookie or employ other tracking technologies. Your interactions with those features are governed by the privacy policies of those companies.

What Cookies Do We Use?

This Website uses both First Party and Third-Party cookies that may be categorized as Strictly Necessary, Analytics/Performance, and Functional.

Why Do We Use Cookies?

We use cookies to learn how you interact with this Website and to improve your experience and provide you additional functionality on this Website. We also use cookies to provide you with information about our products and services and for promotional purposes. We may also use pixels for the same purposes.

How Do Third Parties Use Cookies on This Website?

Our Website is powered by WordPress. We partner with third parties such as Google to capture how you use and interact with this Website in order to improve and market our products and services. In addition, we may partner with other third parties, including Cloudflare, eClinicalWorks, and others, to provide certain functionality, security, and features on the Website, including AI-powered chatbot features.

These third parties may use cookies, alone or in connection with web beacons and other technologies, to collect information about you when you use this Website. The information they collect may be associated with your Personal Information, or they may collect information, including Personal Information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioural) advertising or other targeted content. In most instances, we do not or cannot control these third-party technologies, or other targeted content, or how they may be used.

For more information about how these third parties may collect and use your data, please refer to their privacy policies:

- Cloudflare: <https://www.cloudflare.com/privacypolicy/>.
- eClinicalWorks: <https://request.eclinicalworks.com/privacy/privacy-policy.php>
- Google: <https://policies.google.com/technologies/partner-sites>.
- WordPress: <https://wordpress.org/about/privacy/>

If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. This Policy does not cover the use of cookies by any third parties, and these third parties' use of your Personal Information and such technologies is governed by their own privacy policies or notices.

Social Media Cookies

Facebook / Instagram. If you interact with Facebook or Instagram through our Website, Meta may process your Personal Information when you use those sites.

When a user uses Meta products – including visiting our Facebook or Instagram pages – Meta processes Personal Information even from users who do not use any Meta services. You can find out what Personal Information is processed, for what purposes, and on what legal basis in Meta's Privacy Policy, which applies to all Meta products, including Facebook and Instagram. This Policy also provides information on how to contact Meta and about setting options for advertising, cookies, etc. Meta's Cookies Policy (available at <https://www.facebook.com/privacy/policies/cookies>) provides more information about cookies Meta uses if you have a Facebook or Instagram account, use Meta products, or visit other websites and apps that use Meta products (including the “Like” button or other Facebook or Instagram technologies).

If you visit our Facebook or Instagram page, Meta saves information, including your IP address. Together with other information Meta receives via cookies, Meta provides us, as the owner of the Facebook or Instagram page, statistical information about the use of our page (“**Page Insights**”). This is collated data that shows how users interact with our pages. These Page Insights can be based on Personal Information collected by Meta when you visit or interact with our Facebook or Instagram page and their content.

Page Insights offers us an anonymous analysis of reach, page visits, duration of video views, actions (likes, comments, sharing) as well as each user's age, gender and location (as stated in the user's Facebook or Instagram profile). We can use various settings or filters to analyze reach, such as time periods, views of a specific content, and demographic groups (e.g. female, aged 20–30). This data is anonymized, aggregated and abstracted. Therefore, we are not able to link it to individuals. The purpose of the analysis is to enable us to design our Facebook/Instagram offering for optimal PR effectiveness. As the provider of the information service, we do not collect or process any data from the use of our Facebook or Instagram page that goes beyond this.

For more information on Meta's use of Personal Information, see their posted privacy policies, available online here: <https://www.facebook.com/about/privacy>.

Other Social Media Platforms. Social media platforms like Twitter/X and LinkedIn may also Process your Personal Information, including when you engage with their products and services. For more information on how these social media platforms treat your Personal Information, please consult the privacy policies of those social media platforms.

How Can You Control Cookies?

You can set your browser to reject cookies, or you can manually delete individual or all of the cookies on your computer by following your browser's help file directions. However, if your browser is set to reject cookies or you manually delete cookies, this may alter your access and use of some of the pages and features on this Website.

Users can visit the Google Analytics Opt-out Browser Add-on Download Page at <https://tools.google.com/dlpage/gaoptout> for information on how to opt-out of Google Analytics.

You may also reject or block all or specific types of cookies from this Website by setting your preferences. You can change those preferences at any time. You may also visit <https://allaboutcookies.org/> or <https://www.aboutcookies.org/> for details on how to delete, reject, or block cookies and for further information on cookies generally.

You may have additional rights regarding your Personal Information based on the state in which you reside. Please see the following section, <<***Your Jurisdictional Privacy Rights***>> for more information.

9. Your Jurisdictional Privacy Rights

State consumer privacy laws may provide their residents with additional rights regarding our use of their Personal Information.

California

California residents have the following rights:

- **Right to Access:** You have the right to request, up to two times each year, access to categories and specific pieces of Personal Information about you that we collect, use, disclose, sell, and share.
- **Right to Delete:** You have the right to request that we delete Personal Information that we collect from you, subject to applicable legal exceptions.
- **Right to Correct:** You have the right to request that we correct inaccurate Personal Information that we maintain about you, subject to applicable legal exceptions.
- **Right to Opt Out of Sale or Sharing of Personal Information:** You have the right to “opt out” of the “sale” or “sharing” of your “Personal Information” to or with “third parties” (as those terms are defined by applicable law).
- **Right to Limit Use and Disclosure of Sensitive Personal Information:** You have the right to direct that we limit the use of your Sensitive Personal Information to uses that are necessary for us to perform the services or provide the goods you request from us or necessary for our business purposes. We do not, however, knowingly collect or store Sensitive Personal Information.
- **Right of No Discrimination or Retaliation:** You have the right not to be discriminated or retaliated against based on your exercise of your consumer rights.

For information on these rights, see <<***Choices About How We Use and Disclose Your Information***>>. For more information on how to exercise these rights, see <<***Exercising Your Rights***>>. For more information on how to appeal a decision regarding a consumer rights request, see <<***Appeal Process***>>.

California's Required Mandatory Disclosures

See <<**Information We Collect**>>, <<**How We Collect Information**>>, <<**Use of Personal Information**>>, and <<**How We Share and Disclose Personal Information**>> for our mandatory disclosures.

Shine the Light Act

We may share visitors' Personal Information with third parties for those parties' direct marketing use. If you are a California resident, California Civil Code Section 1798.83 permits you to request information regarding the disclosure of your Personal Information by the Company to third parties for the third parties' direct marketing purposes.

See <<**Contact Information**>> for information on how to contact us regarding questions about our privacy practices.

Other States

At the time this Policy was last updated, certain states besides California, including Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia have enacted laws that provide (now or in the future) their state residents with the following rights:

- **Right to Access:** You have the right to confirm whether we are Processing your personal data and to access your personal data.
- **Right to Delete:** You have the right to request that we delete Personal Information you provided or that was collected about you, subject to applicable legal exceptions.
- **Right to Correct:** You have the right to correct inaccuracies in your personal data, taking into account the nature of the personal data and the purposes of the Processing. Residents of **Iowa** and **Utah** do not have this right.
- **Right to Data Portability:** You have the right to obtain a copy of the personal data that you provided to us. Depending on your state of residence, you may also have the additional right to obtain a list of the categories of third parties to which we have disclosed your personal data. Or, if we do not maintain such a list specific to you, we may provide you with a list of the categories of third parties to which we have disclosed any consumer's Personal Information. You may have the right to obtain a list of the specific third parties to which we have disclosed your Personal Information or, if we do not maintain such information in a format specific to you, a list of specific third parties to whom we have disclosed any consumers' Personal Information. You may have the right to obtain a list of specific third parties to which we have disclosed your Personal Information or, at our option, a list of specific third parties to which we have disclosed any Personal Information.
- **Right to Opt Out of Sale or Sharing of Personal Information:** You have the right to opt-out of the sale or sharing of your personal data (as defined under applicable state law). You may also have the right to opt-out of the collection of Personal Information collected through voice recognition or facial recognition, as well as the right to avoid unauthorized, passive surveillance by a device that has a voice recognition feature, a facial recognition feature, a video recording feature, an audio recording feature, or any other electronic, visual, thermal, or olfactory feature that collects data.

You should check the laws of your state of residence to determine whether these rights apply to you. The exact scope of these rights may vary by state. Data privacy laws are constantly evolving, and the list of states herein with data privacy laws may not be all-inclusive. For information on these rights, see <<**Choices About How We Use and Disclose Your Information**>>. For more information on how to exercise these rights, see <<**Exercising Your Rights**>>. For more information on how to appeal a decision regarding a consumer rights request, see <<**Appeal Process**>>.

Virginia's Required Mandatory Disclosures

See <<**Information We Collect**>>, <<**How We Collect Information**>>, <<**Use of Personal Information**>>, and <<**How We Share and Disclose Personal Information**>> for our mandatory disclosures.

Nevada

Nevada provides its residents with a limited right to opt-out of certain Personal Information sales. Residents who wish to exercise this sale opt-out rights may do so as provided for in the <<**Exercising Your Rights**>> section below.

European Economic Area (GDPR – EEA) and United Kingdom (GDPR UK)

The Website is not for use by non-U.S. residents. If, however, you are a resident of the EU or UK and using the Website while within the U.S., when you access or use this Website, we are the “controller” of your Personal Information for the purposes of the GDPR (EEA and UK). Under the GDPR (EEA and UK), you may have the following rights:

- Right to Delete:
 - You have the right to request that we delete Personal Information you provided or was collected about you, subject to applicable legal exceptions. See <<**Choices About How We Use and Disclose Your Information**>>.
 - For EU and UK residents, we may deny your request for deletion if the information is necessary to:
 - Complete the transaction for which we collected the Personal Information, provide a service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you;
 - Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities;
 - Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law;
 - Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent;
 - Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us;
 - Comply with a legal obligation; or
 - Make other internal, lawful, and legitimate uses of that information that are compatible with the context in which you provided it and are not overridden by your data privacy rights.
- Right to Revoke Your Consent: You have the right to withdraw your consent to the Processing of your Personal Information without detriment at any time where we rely on consent as the lawful basis for Processing your Personal Information.

- Right to Limit Processing of Your Data: You have the right to restrict Processing of your Personal Information where, for example, the information is inaccurate or it is no longer necessary for us to Process such information or where you have exercised your right to object to our Processing.
- You have a right to lodge a complaint with your local Data Protection Supervisory Authority or the UK Information Commissioner's Office: <https://ico.org.uk/for-the-public>.
- You also may be entitled to the rights described under <<*Your Jurisdictional Privacy Rights*>>. Please check the laws of your country to determine what rights may apply to you. Our intention is the honor all applicable data protection laws.

10. Exercising Your Rights

To exercise any of your jurisdictional privacy rights, please submit a request by either:

- Emailing us at compliance@eaallergy.com.
- Submitting a request through our website at <https://eaallergy.com/contact/>.
- Using the links in <<*Choices About How We Use and Disclose Your Information*>>.

When submitting a request, you must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative of such individual; and
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

For information on how to appeal a decision regarding a consumer rights request, see <<*Appeal Process*>> below.

11. Verification of Requests

Only you, or someone legally authorized to act on your behalf, may make a request regarding your Personal Information. A parent or guardian with legal custody may make a request on behalf of a minor child. An authorized agent must have your signed, written permission to submit a request on your behalf or provide proof that they have power of attorney in accordance with applicable law. Before completing requests from authorized agents, we may contact you directly to confirm you have given your permission and/or to verify your identity.

We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or your authority to make the request and confirm the Personal Information relates to you.

We will not use Personal Information provided in the request for any purpose other than to verify the requestor's identity or authority to make the request.

Verifying an Authorized Agent

In certain circumstances, you are permitted to use an authorized agent, as that term is defined by applicable U.S. state privacy law (“**Authorized Agent**”) to submit requests on your behalf where you provide sufficient evidence that the requestor is an authorized agent with written permission to act on your behalf and you successfully verify your own identity with us.

For requests to know and delete by an Authorized Agent, you must (1) provide a valid power of attorney under the laws of the subject individual's state of residence; or (2) provide sufficient evidence to show that the subject individual has (i) provided the Authorized Agent signed permission to act on their behalf, (ii) verified their own identity directly with us, and (iii) directly confirmed with us that they have provided the Authorized Agent permission to submit the request on their behalf.

For requests to opt-out by an Authorized Agent, you must submit a signed, written permission demonstrating that the Authorized Agent has been authorized by the subject consumer to act on their behalf.

12. Responding to Your Request

We endeavor to confirm receipt of all requests within ten (10) business days. If you do not receive confirmation within the 10-day timeframe, please contact us as provided in <<*Contact Information*>> to ensure we received your request.

We endeavor to substantively respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to another 45 days), we will inform you of the reason and extension period in writing.

The information in our response will cover the 12-month period preceding our receipt of your request. If we cannot comply with your request or any portion of your request, our response will explain the reasons we cannot comply.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

13. Appeal Process

If we refuse to take action upon your request to exercise any of your data privacy rights, you may appeal our decision within a reasonable period after you receive notice of our decision. To initiate an appeal, please contact us using the information in the <<*Contact Information*>> section and inform us that you would like to appeal our decision. Within forty-five (45) days after we receive your appeal, we will inform you of any action taken or not taken in response to your appeal, and we will provide you with a written explanation of the reasons in support of our response.

If your appeal is denied, we will also provide you with an online mechanism, if available, or other method through which you may contact your state attorney general, or equivalent in your jurisdiction, to submit a complaint, should you wish to do so.

14. Non-Discrimination for Exercising Your Rights

We will not discriminate against you for exercising any of your data protection rights, and specifically we will not:

- Deny you goods or services;
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties;
- Provide you a different level or quality of goods or services; or
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

However, we may offer certain financial incentives permitted by applicable data protection laws that can result in different prices, rates, or quality levels. Any permitted financial incentive we offer will reasonably relate to your Personal Information's value and contain written terms that describe the program's material aspects. Participation in a financial incentive program requires your prior opt-in consent, which you may revoke at any time.

Please be aware that if you do not allow us to collect Personal Information from you, we may not be able to deliver certain experiences, products, and services to you, and some of our Website Services may not be able to take account of your interests and preferences. If collection of Personal Information is mandatory for successful provision of our services, this will be apparent at the point of collection so that you can make an informed decision whether to participate.

15. Surveys, Sweepstakes, or Contests

From time-to-time this Website may request Personal Information via surveys, sweepstakes, or contests. Participation in these surveys, sweepstakes, or contests is completely voluntary, and you may choose whether to participate and therefore disclose this information. Personal Information requested may include contact information (such as name, email address, and mailing address), and demographic information (such as city and state, trade/profession, etc.). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this Website and to improve our products and services.

16. Data Security, Retention Policies and Practices

The security, integrity, and confidentiality of your information are extremely important to us. We have implemented technical, administrative, and physical security measures that are designed to protect your Personal Information from unauthorized access, disclosure, use, and modification. We regularly review our security procedures to consider appropriate new technology and methods. Please be aware that, despite our best efforts, **no security measures are perfect or impenetrable, and we cannot guarantee the security of this Website, nor can we guarantee the security of the information you transmit to us over the internet, including through your use of email.** We are not liable for the illegal or unauthorized acts of third parties, such as criminal hackers.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of this Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. It is your responsibility to safeguard the devices you use to access this Website (such as laptops, tablets, and mobile devices), and to use appropriate security settings on those devices. If those devices are lost, stolen or misplaced, others may be able to access your account and your Personal Information using those devices. You should affirmatively log out of your account (i) prior to ending your session, or (ii) if you will be inactive on this Website for more than a few minutes; otherwise, the next user of that computer or device, particularly a public one or one not owned by you, may be able to access your account and the information in your account if your session has not ended.

You agree that we are not responsible for any harm that may result from someone accessing your account or Personal Information on any computer or device where you do not, for any reason, take the necessary steps to log out of your account prior to ending a session on such device or computer.

We will keep your Personal Information for as long as is necessary to fulfill the purposes set out in this Policy. Thereafter, we will keep your Personal Information for as long as is necessary:

- To respond to any questions, complaints or claims made by you or on your behalf;

- To show that we treated you fairly; or
- To keep records required by law.

We will not retain your Personal Information for longer than necessary for the purposes set out in this Policy. Different retention periods apply for different types of Personal Information.

17. Global Data Transfer, Storage, and Processing Practices

Our target audience is within the United States. We may store or Process your Personal Information in the cloud, which may include locations outside the United States. However, we will not transfer or store your Personal Information in “countries of concern,” as currently designated by the U.S. government. Our headquarters is in the United States. Personal Information may also be stored on the servers of our service providers and agents.

Wherever your Personal Information is transferred, stored or Processed by us, we will take reasonable steps to safeguard the privacy of your Personal Information. These steps also may include, if applicable, implementing standard contractual clauses (e.g. the “Standard Contractual Clauses” approved by the European Commission), obtaining your consent, or other lawful means of transferring Personal Information. By using this Website, you acknowledge that your Personal Information will be stored and/or Processed as set forth above. If you have any concerns about how your data is being transferred, stored, or Processed, please contact us as provided in the <<*Contact Information*>> section below.

18. Children

We do not knowingly collect, sell, or share the Personal Information of individuals under 16 years of age. If you are under 16, do not use the Website, provide any information to the Website or through any of its features, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received Personal Information from an individual under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about an individual under 16, including a child under 13, please contact us using the information in the <<*Contact Information*>> section below. Residents of certain states who are under 13, 16, or 18 years of age may have additional rights regarding the collection and sale of their Personal Information.

19. Changes to Our Privacy Policy

From time to time, we may change this Policy to accommodate new laws, technologies, industry practices, regulatory requirements or for other purposes. Any changes to this Policy will be posted to this page, with a notice that the Policy has been updated. The date the Policy was last revised is identified at the top of the page. We reserve the right to update this Policy at our discretion and at any time. However, where required by applicable law, we will obtain your consent.

You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting this Website and this Policy to check for any changes. Your continued use of our Website following the posting of updates constitutes your acceptance of such changes.

20. Contact Information

If you have any questions or comments about this Policy, the ways in which we collect and use your information, or your choices and rights regarding such use, or if you wish to exercise your choices or rights under this Policy or applicable laws, please contact us at:

Email: compliance@eaallergy.com

Address: 1925 E Glenn Ave.,
Auburn, AL 36830

If you would like this Policy in another format (for example: audio, large print, braille) please contact us using the contact information above.