

Privacy Policy

Effective Date: 09, 02, 2026

Last Updated: 09, 02, 2026

Campbell Clinic, P.C. ("**Campbell Clinic**", "**we**", "**our**") provides this privacy policy (the "**Privacy Policy**") in order to provide users ("**user**", "**you**" or "**your**") with information about how we collect, process, use, store, and disclose Personal Information (as defined below) that we collect from you including, for example, information we collect in connection with your access or use of our website, campbellclinic.com, and any other websites controlled by Campbell Clinic that link to this Privacy Policy, including all services, content, features, and functionality available through those websites (collectively, the "**Website**") or through correspondence or other contact. This Privacy Policy only applies to information that is not considered "protected health information" (or "PHI") under the Health Information Portability and Accountability Act ("HIPAA"). For information about how we handle PHI, please visit our Notice of Privacy Practices page.

By providing us any information or accessing the Website, you agree to the following terms and conditions as final and binding. If you do not agree to be bound by this Privacy Policy or any subsequent modifications, you should not disclose any Personal Information through our Website or otherwise (other than as a patient of Campbell Clinic, which is subject to the Notice of Privacy Practices).

HOW TO CONTACT US

If you have any questions or concerns about our use of your Personal Information, please do not hesitate to contact us through any of the methods below.

Email: mbobo@campbellclinic.com

Mail: Attn: Menika Bobo - Privacy Officer
Campbell Clinic
1400 S. Germantown Rd
Germantown, TN 38138

Phone: (901)759-3100

INFORMATION WE COLLECT

This Privacy Policy applies to all the information collected from you or submitted by you on the Website other than PHI. The information that we collect about you depends upon the pages you visit and the services or features in which you elect to participate.

Personal Information

We may ask you to provide certain Personal Information. As used in this Privacy Policy, “**Personal Information**” is certain information that identifies, relates to, describes, can reasonably be associated with, or can reasonably be linked, directly or indirectly, to a particular identified or identifiable individual. Personal Information does not include aggregated or de-identified information. All Personal Information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such Personal Information.

Non-Personal Information

We may also collect “**Non-Personal Information**,” which is information that does not identify or relate to an individual and that is obtained automatically when you access or use the Website, or that may be obtained by removing all identifiers from Personal Information (for example, by aggregating or anonymizing data). If we combine or associate Non-Personal Information with Personal Information that we collect through the Website, we will treat the combined information as Personal Information in accordance with this Privacy Policy.

Information You Provide to Us

We or our service providers may collect Personal Information from you when you: use or otherwise engage with our Website, contact us (via phone, email, postal mail, web form, or other means), connect with us via our Website or one of our social media pages, express interest in receiving information about us or our services, or respond to our communications to you.

We may collect information from you both when you provide it voluntarily and also automatically (for example, through the use of cookies, pixel tags, and similar tracking technologies) when you access or use the Website.

We may collect the following categories of Personal Information from you, depending upon your interactions with our Website and the choices you make, as further described below in “**How We Use Information**”:

- (a) **Identifiers.** Names, email addresses, postal addresses, telephone numbers, and Internet Protocol (IP) addresses of users of the Website.

- (b) **Interactions.** Information you submit to us, including emails, phone calls, or other communications you provide through the Website or by telephone. This may include audio recordings, the date and time you interacted with us, the content of your interaction with us, and the method by which you interacted with us.
- (c) **Internet or other electronic network activity information.** For example:
- **Browse history.** Data about the webpages you visit.
 - **Search history.** Data about the search terms you enter.
 - **Device, connectivity, and configuration data.** Data about your device and nearby networks, including internet connection information, device ID numbers, browser type, operating system, computer equipment information, and regional and language settings.
 - **Geolocation data.** Data about your device's location, which may be inferred from your internet connection data and your IP address.
- (d) **Protected Health Information.** When accessing our Website, we may obtain and process health information, some of which may be considered Protected Health Information ("**PHI**") as defined by the Health Insurance Portability and Accountability Act of 1996 ("**HIPAA**"). PHI should only be submitted through the website as explicitly permitted or required for use of the Website. You can learn more about our PHI data practices and obligations under our [Notice of Privacy Practices](#).
- (e) **Demographic Data.** Data about you such as business or company information, professional experience, and other data reflecting your preferences (for example, regarding communications with us).

Information Provided by Third Parties

We may receive information from third parties including from the following sources:

- (a) Service providers (including IT hosting providers);
- (b) Data analytics service providers;
- (c) Email, chat, survey, feedback, and other communications service providers;
- (d) Customer service providers; and
- (e) Social media platforms.

If we combine information from other sources with Personal Information we already hold, we may treat the combined information as Personal Information in accordance with this Privacy Policy unless it includes PHI, in which case we will treat the information as PHI in accordance with the Notice of Privacy Practices.

Information We Collect Automatically

We may collect information automatically about your device, browsing and usage activity, and patterns as you interact with the Website. This may include information about your interactions with the Website, such as the date, time, length, and frequency of any visit, the information you enter into the Website, your interactions with content, or pages or features that you access. It may also include technical data such as URL information, IP address, operating system, the types of devices you are using to access or connect to the Website, unique device identifiers, device attributes, network connection type, and other device and network information.

We may collect this information ourselves or through third parties, such as service providers (including IT hosting providers and data analytics providers).

Cookies and Other Tracking Technologies

Campbell Clinic and certain third parties may use cookies, pixel tags, and similar tracking technologies to support the operation of the Website and to improve user experience. This information may be collected through server logs, cookies, pixel tags, and similar technologies.

Types of Tracking Technologies

Cookies. A cookie is a small file of letters and numbers created by a website and stored automatically in a memory folder on your device in order to remember information about you, such as your language preference, unique identifiers, equipment, or login information. This information, in combination with other information, may permit you to be identified and consequently may be considered Personal Information.

Cookies may be either first-party or third-party cookies, and either persistent or session cookies.

First-Party Cookies: Cookies that are set directly by us.

Third-Party Cookies: Cookies that are set by a different domain than ours, which are used for our analytics or advertising efforts. These cookies are governed by the privacy and cookie practices of those third parties.

Persistent Cookies: Cookies that remain on your device until the cookie's expiry date, which is after a browsing session has ended (unless deleted by you before the expiry date). Persistent cookies allow websites to remember your preferences and options across multiple browsing sessions. Retention periods vary depending upon the purpose of the cookie.

Session Cookies: Cookies that expire at the end of your browsing session, when the web browser is closed.

We may also use the term “cookies” as a catchall to refer to cookies, as defined above, together with scripts, pixel tags and other tracking technologies.

Scripts. Scripts are pieces of JavaScript code that launch automatically when certain webpages load.

Pixel Tags. Pages of our Website may contain small electronic files known as pixel tags (also referred to as clear gifs, tracking pixels, single-pixel gifs, tiny graphics, and web beacons) that permit us, for example, to count users who have visited certain pages or content, opened an email, and other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

Third-Party Use of Cookies and Other Technologies

Some content on our Website, including advertisements, is served by third parties, including advertisers, ad networks and servers, and content and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our 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, across different websites, and other online services.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about these technologies, an advertisement, or any targeted content, you should contact the responsible provider directly.

Cookies We May Use on Our Website

We may use the following types of cookies and other technologies on our Website:

Necessary. These cookies are required to enable basic site functionality and cannot be disabled in our systems. These cookies may be used to maintain session security and integrity, facilitate searches, and prevent fraud and unauthorized activity. They are usually only set in response to actions made by

you that amount to a request for services, such as setting your privacy preferences, logging in, or filling in forms. You may be able to set your browser to block or alert you about these cookies, but some parts of the Website then cannot be provided or will not work properly.

Functional. These cookies allow us to remember choices you make (such as your username, language, or the region you are in), improve your experience, and provide enhanced, more personal features. These cookies improve continuity across sessions and may remember your preferences or previous searches.

Analytics and Performance. These cookies help us understand how the Website performs, how visitors interact with the Website, whether visitors have accessed certain pages or content, and whether there may be technical issues. We may use this information to analyze usage patterns and improve the effectiveness of the Website, including by tracking page-loading errors. We may also use these cookies to test new pages, features, or functionalities of the Website.

Advertisement. These cookies may be set by us or our third-party partners and are used to deliver advertising that is more relevant to you and your interests. They may also be used to limit the number of times you see an advertisement and measure the effectiveness of advertising campaigns. These cookies rely on online identifiers (such as cookie identifiers or device identifiers) and do not directly store information such as your name or contact details.

Analytics

Our Website uses Google Analytics and other similar analytics service providers to better understand how visitors use the Website. These providers use cookies placed through the Website to provide us with information about users of the Website and will compile reports on user activity for us. For more information about how Google collects, uses, and shares your information collected through Google Analytics, please visit the Google Privacy Policy - Partners website at <https://www.google.com/policies/privacy/partners/> or see Google's own Privacy Policy at <https://policies.google.com/privacy>.

HOW WE USE INFORMATION

We may use your Personal Information:

- to fulfill the purposes for which the information was provided (e.g., to provide a service); to identify you in order to respond to requests, provide services, personalize information we provide to you, or otherwise as described below;

- to communicate with you about your account or our relationship;
- to design, improve and administer our Website;
- to improve our services and user experience;
- to audit and measure user interaction with our Website, so we can improve the relevancy or effectiveness of our content and messaging;
- to detect security incidents or monitor for fraudulent or illegal activity;
- to enable security measures (such as to protect our Website, patients, employees, and business partners);
- to identify and repair errors through debugging;
- to protect our rights and to protect your safety or the safety of others;
- to investigate fraud or respond to government inquiries;
- to comply with laws, regulations or other legal process;
- to process or collect payments for our services;
- to respond to your questions and otherwise provide support you request;
or
- to otherwise use your Personal Information with your consent.

We also may use the information we obtain about you in other ways for which we provide notice at the time of collection. We may ask for your consent before using information for a purpose other than those set out in this Privacy Policy.

HOW WE SHARE YOUR INFORMATION

We share Non-Personal Information with third parties at our discretion. In addition, we may disclose Personal Information that we collect, or you provide, to:

- Service providers who assist us in operating the Website, conducting our business, or servicing you (for example, a web hosting company whose services we use to host the Website).
- Analytics providers, such as Google Analytics, to gather information about how you and other users engage with the Website.
- Advertising providers that we use to communicate with you or to support the promotion and advertising of our services, including targeted ads on third-party sites.
- A successor or other entity in the event of a merger, acquisition, sale of assets, joint venture, assignment, transfer, or other disposition of all or

any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings).

- Other third parties to whom you expressly request or authorize us to disclose your Personal Information.

Additionally, we may also disclose your Personal Information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce our rights arising from any contracts entered into between you and us.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Campbell Clinic, our patients, or others.

HOW LONG WE STORE YOUR INFORMATION

Campbell Clinic retains your Personal Information in accordance with our retention policies and for as long as is necessary for the legitimate business purposes set out in this Privacy Policy. We will retain and use your Personal Information to comply with our legal, accounting, or reporting obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes and enforce our legal agreements and policies. Additionally, we may continue to store your Personal Information contained in any of our back-up and archive systems. This applies to all categories of Personal Information in use by us.

YOUR RIGHTS AND CHOICES REGARDING YOUR INFORMATION

Marketing Preferences

If you have supplied your contact information to us, you agree that, from time to time, we may contact you via email, telephone, or text message for marketing or other promotional purposes. You can opt out from receiving such future marketing communications from us at any time by following the opt-out instructions included in the communication or by contacting us as set forth under “**How to Contact Us**” above. Please allow sufficient time for your preferences to be processed. Once you opt out, you will not receive promotional communications from us unless you opt back in at a later time. Even if you opt out of receiving marketing communications, however, you will still be a registered member of Campbell Clinic, and we may still contact you for transactional purposes. If you later opt back into getting marketing communications from us, we will remove your information from our opt-out databases.

Managing Cookies

You can opt out of cookies in various ways, as described below. Please note, however, that if you opt out of certain types of cookies, data that relates to your use of our Website may still be collected for other specified purposes, and your experience with our Website may be impaired because some features may not work as they were intended. Also, if you opt out of cookie collection, later delete your cookies, use a different browser, or use a new or different device, you may need to renew your cookie preferences. To find out more about cookies, including how to manage and delete them, visit www.allaboutcookies.org.

Cookie Banner. You can update your cookies preferences on our Website using our Cookie Banner.

Browser Settings. You can also control cookies by adjusting the settings within your internet browser. Instructions for blocking cookies, deleting existing cookies, or configuring preferences for specific websites in browsers may be available in each browser's privacy or help documentation.

Mobile Device Settings. The mobile operating system of your device may provide you with an option, in the device settings, to limit tracking that may be shared with us that is associated with the device ID. Please reference your mobile operating system's help center to learn more.

Third-Party Cookies. Certain websites may provide choices to opt out of tracking through certain third-party advertising and analytics cookies.

Third-Party Services

We may receive information from your use of certain third-party sites (e.g., social media platforms like Meta/Facebook, LinkedIn, etc.). You can choose to limit the data that third-party services share with us by using the options provided to you by the applicable third-party service. Most third-party sites will give you the option to disconnect your use of the Website from the third-party service at any time. Please note, however, that if you disconnect from the third-party service, that will not delete the data we may have previously collected while you were connected.

HOW WE SAFEGUARD YOUR INFORMATION

We take reasonable measures to protect the security and integrity of your Personal Information from unauthorized access, use, alteration and destruction. Please remember, however, that no method of transmission over the Internet or method of electronic storage is completely secure. While we strive to use commercially acceptable means to protect your Personal

Information, we cannot guarantee its security. Any transmission of Personal Information is at your own risk. By using the Website or otherwise providing use with your Personal Information, you acknowledge and accept these risks. As a result, we cannot guarantee or warrant the security of any information you disclose or transmit to us or that are otherwise provided to us, and we cannot be responsible for the theft, destruction, or inadvertent disclosure of information. It is your responsibility to safeguard any passwords, ID numbers, or other special access features associated with your use of the Website, and you should take precautions to protect your Personal Information. Any transmission of information is at your own risk.

TRANSFER OF DATA AND NOTICE TO NON-U.S. USERS

The Website is intended solely for use by individuals located in the United States. If you visit the Website, your information, including Personal Information, may be transferred to—and maintained on—computers located outside of your state, province, country or other governmental jurisdiction, where the data protection laws may differ from those where you reside. Most of the third parties with whom we share your Personal Information are located and store your information in the United States, although some may be located, or store your information, outside of the United States. By using the Website, you consent to the transfer of information about you, including your Personal Information, to the United States and elsewhere and the use and disclosure of information about you, including your Personal Information, as described in this Privacy Policy.

POLICY ON CHILDREN'S INFORMATION

Our Website is not created for anyone under the age of 18 ("**Children**" or "**Child**"). By using the Website, you represent that you are at least 18 years old. If you do not meet this age requirement, then you must not access or use our Website.

We adhere to the Children's Online Privacy and Protection Act of 1998 ("**COPPA**"). For that reason, we do not knowingly collect or maintain information obtained through the Website from those we actually know are under 18 years of age, and no part of the Website is structured to attract anyone under 18. For more information about COPPA, which applies to websites that direct their services to children under the age of thirteen (13), please visit the Federal Trade Commission's websites at <https://www.ftc.gov/tips-advice/business-center/guidance/complying-coppa-frequently-asked-questions>.

If you are a parent or guardian, and if you are aware that your child has provided us with Personal Information other than as a patient, please contact

us through one of the methods listed under “**How to Contact Us**” above. If we become aware that we have collected Personal Information other than PHI from children without verification or parental consent, we will take reasonable steps to remove that information from our servers.

LINKS TO OTHER WEBSITES

The Website may contain links to external third-party websites that are not operated by Campbell Clinic. This Privacy Policy does not apply to the information practices of those third-party websites. If you click on one of these links, you will be taken to websites we do not control. We have no control over the content and practices of these websites and are not responsible for their content, privacy policies, actions or security. We encourage you to carefully review the privacy policies of any third-party websites you visit. By providing a link to a third-party website, we are not endorsing or attempting to associate with any other entity, their content or services, or the persons or entities associated with those websites.