

NeuroHear HIPAA Privacy Policy

Effective Date: 08/01/2025

At NeuroHear, your privacy and the security of your health information are our top priorities. We are fully committed to complying with the **Health Insurance Portability and Accountability Act (HIPAA)** and all applicable privacy and security regulations to protect your personal health information (PHI).

This notice outlines how your health and personal information may be collected, used, and disclosed and explains your rights in relation to that information. Please read it carefully.

Your Rights Under HIPAA

As a patient, you have the right to:

- Access and obtain a copy of your medical records
- Request corrections to your medical records
- Receive a list of disclosures about how your information has been shared
- Request restrictions on how your information is used or shared
- Choose how you would like to receive communications (e.g., mail, email, phone)
- File a complaint if you believe your rights have been violated

How We Use and Disclose Your Information

Your health information may be used and shared for:

- **Treatment** – To coordinate your care with other healthcare providers
- **Payment** – To bill and receive payment from health plans or other entities
- **Healthcare Operations** – To improve our services, conduct audits, and manage our practice
- **As Required by Law** – For public health activities, law enforcement, or legal proceedings

We will not use or share your information for marketing or other purposes without your written consent.

Our Responsibilities

NeuroHear is required by law to:

- Maintain the privacy and security of your PHI
- Inform you promptly if a breach occurs that may have compromised your information
- Provide you with this Notice and follow its terms
- Not use or disclose your information without your authorization, except as described above

Website Privacy Policy

This section explains how personal information collected through **www.neurohear.com** is used and protected.

Information We Collect Through Our Website

We may collect the following information when you interact with our website:

- Contact details submitted through forms (e.g., name, email address, phone number)
- Appointment or consultation requests
- Feedback or inquiries

This information is used solely to respond to your inquiries, manage appointments, and enhance user experience. We do not sell, rent, or trade your personal information.

Use of Cookies

Our website may use cookies to improve site functionality and understand how visitors interact with our content. Cookies are small text files placed on your device that help us:

- Track website traffic and usage patterns
- Store preferences to personalize your experience
- Analyze performance and troubleshoot issues

You can choose to accept or decline cookies through your browser settings. Declining cookies may affect certain site features but will not impact your ability to request services or communicate with us.

We do not use cookies to collect protected health information or sensitive personal data.

Links to Other Websites

Our website may contain links to third-party websites, such as hearing aid manufacturers, educational resources, or medical associations. These links are provided for your convenience and informational purposes only.

Please note: NeuroHear is not responsible for the privacy practices, content, or security of external websites. Once you leave our website, any information you provide on another site is subject to the policies of that site. We encourage you to read the privacy statements of any linked websites you visit.

Children's Online Privacy (COPPA Statement)

In accordance with the **Children's Online Privacy Protection Act (COPPA)**, Neurohear does not knowingly collect personal information online from children under the age of 13.

Our website and online forms are intended for use by adults, including parents or legal guardians of pediatric patients. If you are under 13, please do not submit any personal information through the site.

If we learn that we have inadvertently collected information from a child under 13 without verifiable parental consent, we will delete that information as quickly as possible. If you believe this may have happened, please contact us immediately.

Use of Third-Party Analytics and Marketing Tools

To enhance our website experience and reach individuals who may benefit from our services, NeuroHear utilizes third-party tools including but not limited to Google Analytics, Meta (Facebook/Instagram), advertising platforms, and marketing partners to collect and analyze non-medical data related to how visitors interact with our website.

What Information Is Collected:

These third parties may collect data such as:

- Device and browser type
- IP address (may be anonymized)
- Pages visited, time spent on the site, and referral source
- General geographic location
- Click-through activity from ads or emails
- User behavior such as scrolling, clicks, and form engagement

This data **does not include** personal health information (PHI), medical records, or any sensitive information submitted through secure medical forms or communications.

How This Data Is Used:

We use this information to:

- Improve website functionality and user experience
- Understand the effectiveness of our advertising campaigns
- Reach potential patients with relevant services and content
- Customize marketing messages based on general browsing behavior

These tools help us better connect with individuals actively seeking hearing healthcare, but no specific medical or treatment data is used in these campaigns.

Third-Party Involvement:

Third-party tools and platforms we may use include, but are not limited to:

- Google Analytics & Google Ads
- Meta Ads (Facebook, Instagram)
- Microsoft/Bing Ads
- LinkedIn Ads
- Email marketing providers
- Website performance monitoring tools
- HIPAA-compliant CRM and marketing platforms

These third parties may use their own cookies, web beacons, or tracking technologies in accordance with their privacy policies.

Your Privacy Choices

You may choose to limit or disable tracking by:

- Adjusting your browser's cookie settings
- Installing ad blockers or browser add-ons
- Using opt-out tools like:
 - Google Ads Settings

- Network Advertising Initiative Opt-Out
- YourAdChoices

Please note that turning off cookies may affect some features or functions of the website, but will not impact your access to care or communication with our team.

Information Sharing with Affiliates, Partners, and for Legal or Business Reasons

While **NeuroHear** prioritizes the confidentiality of your medical and personal information, there are specific and limited instances in which we may share data with outside parties – always with your privacy and applicable legal requirements in mind.

1. Affiliates and Business Partners

We may share non-medical, non-identifiable information with trusted affiliates, vendors, and business partners who help us operate our practice, deliver services, host our website, or market our services. These parties are bound by agreements that require them to maintain confidentiality and follow applicable privacy and security standards.

This may include:

- Marketing consultants
- Web hosting providers
- IT and analytics services
- HIPAA-compliant CRM platforms

We do **not** share protected health information (PHI) with business partners unless required for treatment, payment, or healthcare operations and only in accordance with HIPAA and applicable business associate agreements.

2. Legally Required Disclosures

We may disclose information if required to do so by law, such as:

- In response to a court order, subpoena, or legal process
- To comply with federal or state health and safety regulations
- To cooperate with law enforcement or government investigations
- To respond to claims or protect our legal rights

When legally compelled, we only share the minimum necessary information required by law.

3. Use of Non-Identifiable, Aggregated Data

We may use or share aggregated or anonymized data that does **not identify any individual** to evaluate performance, research general trends, or improve our marketing strategies. This type of data does not include personal details and cannot be traced back to a specific person.

Example uses include:

- Website performance analysis
 - Ad campaign reporting
 - Patient satisfaction trend reports
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4. Business Transfers, Sale, or Bankruptcy

If NeuroHear is ever involved in a **merger, acquisition, sale of business assets, or bankruptcy proceeding**, information collected through our website or practice, including personal and health information, may be transferred to another entity as part of that transaction. In such an event, we will make reasonable efforts to ensure that the acquiring party continues to uphold privacy and data protection standards in accordance with this policy and applicable law.

Data Protection & Communication

We use secure systems and best practices to protect your information both online and offline. Any email or digital communications are conducted through encrypted channels when applicable.

This notice is effective as of August 7, 2025, and we are required to abide by the terms of this Notice of Privacy Practices currently in effect. We reserve the right to change the terms of our Notice of Privacy Practice and to make the new notice provisions effective for all protected health information that we maintain. We will post and you may request a written copy of a revised Notice of Privacy Practice from NeuroHear.

Questions or Complaints?

If you have any questions about your privacy rights or believe your privacy has been violated, you may contact:

Company Address:

NeuroHear LLC
188 E Bergen Pl Suite 301 Red Bank, New Jersey 07701

Phone: 732-842-1971

Email: info@neurohear.com

You also have the right to file a complaint with the U.S. Department of Health and Human Services at www.hhs.gov/ocr/privacy/hipaa/complaints/.

HIPPA Filing Address:

The U.S. Department of Health and Human Services
Office of Civil Rights Suite F 200
200 Independence Ave SW
Washington, D.c. 20201
Toll Free: 877-696-6775