

HowDidItGo

Privacy Policy

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OVERVIEW/INTRODUCTION SECTIONS

Company Overview

HowDidItGo is an online forum, located at <https://www.howdiditgo.com>, for providing interactive information and mentoring directly from past surgical patients who have undergone a medical treatment or procedure to potential patients considering similar surgery and/or treatments.

We Value Your Privacy

HOW has created this Privacy Policy to demonstrate Our commitment to the privacy of Our online forum participants, Our employees and any other user of or third-party service providers to the Service (capitalized terms here and below are defined below).

We take your privacy seriously. Please review this Privacy Policy, which describes Our policies and procedures on the collection, use and disclosure of Your information when You use or access the Service and tells You about Your privacy rights and how the law protects You. Please carefully review this Privacy Policy before using Our Website. By using the Website, You signify You are in agreement with Our Privacy Policy, subject to Our “Changes to Our Privacy Policy” section below.

We use Your Personal Data to provide and improve the Service. By using the Service, You agree to the collection and use of Personal Data and other information in accordance with this Privacy Policy.

Questions or concerns? Reading this Privacy Policy will help you understand your privacy rights and choices. If you do not agree with our Privacy Policy or practices, please do not use our Services. If you still have any questions or concerns, please contact us at howdiditgo1@gmail.com.

Interpretation and Definitions

Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions

For the purposes of this Privacy Policy:

- Account means a unique account created for You to access the Service or parts of the Service.

- Affiliate means an entity that controls, is controlled by or is under common control with Us , where “control” means ownership of 50% or more of the shares, equity interest or other securities entitled to vote for election of directors or other managing authority.
- HowDidItGo or Company and its Affiliate(s) (referred to as either “How”, “the Company”, “We”, “Us” or “Our” in this Policy) refers to HowDidItGo, c/o 24 Webster Place Brookline, MA 02445, and its Affiliates, including Boston Vision, PLLC, 24 Webster Place Brookline, MA 02445.
- Cookies are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.
- Country refers to: United States
- Device means any device that can access the Service such as a computer, a cellphone or a digital tablet.
- Personal Data is any information that relates to an identified or identifiable individual.
- Service refers to the Website.
- Service Provider means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, provide the Service on behalf of the Company, perform services related to the Service or to assist the Company in analyzing how the Service is used.
- Usage Data refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
- User or Users refers to any user of the Service whether as a potential new patient or an existing or former patient participating in the Service.
- Website refers to the HowDidItGo Forum, accessible from <https://www.howdeditgo.com>
- You means the individual accessing or using the Service, or the Company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

COLLECTING AND USING YOUR PERSONAL DATA

Types of Data Collected

Personal Data

While using Our Service, We may ask You to provide Us with certain Personal Data that can be used to contact or identify You. Personal Data may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, City, State, Province, ZIP/Postal code
- Usage Data
- Photographs (if you authorize uploading to the Website)
- Clinical Information (if you authorize uploading to the Website)
- Responses by You to contacts through the Website from prospective patients
- Responses by You to survey questions from Us or Website partners (if You choose to participate in such surveys)
- Reviews by You of your experiences interacting with the Website (if You choose to provide such reviews) (collectively, “User Contributions”).

Your User Contributions are Posted on and transmitted to others at your own risk. Although we limit access to certain pages, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Service with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

Usage Data

Usage Data is collected automatically when You are using the Service. Usage Data may include information such as Your Device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When You access the Service by or through a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data.

We may also collect information that Your browser sends whenever You visit our Service or when You access the Service by or through a mobile device.

Tracking Technologies and Cookies

We use Cookies and similar tracking technologies to track the activity on Our Service and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze Our Service. The technologies We use may include:

- **Cookies or Browser Cookies.** A cookie is a small file placed on Your Device. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of our Service. Unless you have adjusted Your browser setting so that it will refuse Cookies, our Service may use Cookies.
- **Web Beacons.** Certain sections of our Service and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

Cookies can be “Persistent” or “Session” Cookies. Persistent Cookies remain on Your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close Your web browser.

We use both Session and Persistent Cookies for the purposes set out below:

- **Necessary / Essential Cookies:** These Cookies are essential to provide You with Services available through the Website and to enable You to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the Services that You have asked for cannot be provided, and We only use these Cookies to provide You with those services.
- **Functionality Cookies:** These Cookies allow Us to remember choices You make when You use the Service, such as remembering your login details. The purpose of these Cookies is to

provide You with a more personal experience and to avoid You having to re-enter your preferences every time You use the Website.

We reserve the right to offer options on the Website to limit use of Cookies and similar items. Additionally, on most web browsers, you will find a “help” section on the toolbar. Please refer to this section for information on how to receive notification when You are receiving a new Cookie and how to turn Cookies off. We recommend that You leave Cookies turned on because, if you do so, it may hinder the performance of, and adversely affect your experience on, the Website.

Use of Your Personal Data

The Company may use Personal Data for the following purposes:

- To provide the Service to You, and to maintain the Service, including any security updates, and to monitor and review usage of the Service.
- To provide healthcare services.
- To exchange information about the Service with others. The Service includes Our medical services, and when You receive such services from Us, You may use the Website to: (1) provide information about such services to others by becoming “Advisors,” and (2) receive information about such services by becoming an “Advisee.” If You choose to become an “Advisor,” summaries of Your clinical information may be uploaded to Your profile on the Website (e.g., the condition that was treated, the procedure that was performed to treat the condition, the outcome of the treatment, etc.), and You consent to disclosure of such information to others. The persons to whom such information is disclosed may include other patients and members of the public interested in learning more about the conditions, procedures, and outcomes, etc. in question. No other Personal Data may be used without your express consent except as provided in this Privacy Policy. Your full name will not be used without Your express consent, only your first name. Your photograph will not be used without Your express consent.
- To exchange information about the Service with medical companies. The persons to whom the information in the preceding paragraph is disclosed may include medical companies who wish to receive such information to assist them in developing pharmaceutical and other products that may be useful in connection with the treatments in question. We will only provide de-identified data to such companies, i.e., data from which Your Personal Data has been removed or obscured, such that You cannot be directly or indirectly identified by the companies in question.
- • To receive limited communications about the Services from medical companies. Provided that You give Your express consent to receive communications from medical companies by clicking on an “opt-in” checkbox or similar feature of the Website, we may send Your email address to such companies to enable them to contact You for purposes of requesting Your participation in surveys, research projects, and clinical studies, etc. If You opt-in, You may revoke Your consent at any time by clicking on an “opt-out” checkbox or similar feature of the Website.
- To attend and manage Your requests to Us.

- To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to healthcare services, and functionalities, products or contracted services, when necessary or reasonable for their implementation.
- To provide You with general information about other services and events which we offer or other promotional emails that are similar to those that you have already purchased or inquired about unless You have opted not to receive such information and/or unsubscribed from such emails.
- We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Service, products, services, marketing and your experience.
- We may use your de-identified information for research purposes.

Limited Sharing of Your Information

We do not sell, lease, or rent your Personal Data to a third party for profit or other valuable consideration in a form in which You or Your information in your Personal Data may be identified; however, we reserve rights to sell, lease or rent Your data if rendered into a de-identified format. We may, however, share your Personal Data with selected third parties for our business purposes, including as set forth in this Privacy Policy. In addition, We may share Your Personal Data in the following situations:

- With Service Providers: We may share Your Personal Data with Service Providers to monitor and analyze the use of our Service, or to contact You.
- With Affiliates: We may share Your information with Our Affiliates, in which case we will require those Affiliates to honor this Privacy Policy.
- With business partners: We may share Your information with business partners that we use to support our business.
- With Your consent: We may disclose Your Personal Data for any other purpose with Your consent.
- With other users: when You share Personal Data or otherwise interact in the public areas with other Users, such information may be viewed by all Users and may be publicly distributed outside the Website.
- For business transfers: We may share or transfer Your Personal Data or other personal information in connection with, or during negotiations of, any merger, sale of Company assets, financing, or acquisition of all or a portion of Our business to another company.

Retention of Your Personal Data

The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will also retain and use Your Personal Data to the extent necessary to comply with our legal 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.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of Our Service, or We are legally obligated to retain this data for longer time periods.

Transfer of Your Personal Data

Your information, including Personal Data, is processed at the Company's operating offices and in any other places where the parties involved in the processing are located. It means that this 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 than those from Your jurisdiction. Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer.

The Company will take all steps reasonably necessary to ensure that Your Personal Data is treated securely and in accordance with this Privacy Policy and no transfer of Your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of Your data and other Personal Data.

If you are a patient of any of Affiliates, You can access your patient-related information that We maintain about You through our health information management department. You also can request a correction to your patient information through our health information management department.

Delete Your Personal Data

We offer you the ability to request that We delete or assist in deleting the Personal Data that We have collected about You. In addition, Our Service may give You the ability to delete certain information about You from within the Service. If so, You may update, amend, or delete Your Personal Data at any time by signing in to Your Account, if you have one, and visiting the account settings section that allows you to manage Your Personal Data. You may also contact Us to request access to, correct, or delete any Personal Data that You have provided to Us.

Please note, however, that We may need to retain certain information when we have a legal obligation or lawful basis to do so, including to meet our obligations under the Health Insurance Portability and Accountability Act (HIPAA) and other federal and state laws.

Disclosure of Your Personal Data

- **Business Transactions:** If the Company is involved in a merger, acquisition or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different Privacy Policy.
- **Law enforcement:** Under certain circumstances, the Company may be required to disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).
- **Other legal requirements:** We may disclose Your Personal Data in the good faith belief that such action is necessary to:
 - Comply with a legal obligation
 - Protect and defend the rights or property of the Company
 - Prevent or investigate possible wrongdoing in connection with the Service
 - Protect the personal safety of Users of the Service or the public
 - Protect against legal liability

Your California privacy rights

California residents who use the Service may request and obtain from Us, once a year, free of charge, a list of third parties, if any, to which we disclosed their Personal Data for direct marketing purposes during the preceding calendar year and the categories of Personal Data shared with those third parties. If you are a California resident and wish to obtain that information, please submit your request by sending us an email at howdiditgo1@gmail.com with “California Privacy Rights” in the subject line.

Children’s Privacy

Our Service does not address anyone under the age of 13. We do not knowingly collect Personal Data or personally identifiable information from anyone under the age of 13. If You are a parent or guardian and You are aware that Your child has provided Us with Personal Data, please contact Us. If We become aware that We have collected Personal Data from anyone under the age of 13 without verification of parental consent, We will take steps to remove that information from Our servers. If We need to rely on consent as a legal basis for processing Your Personal Data and Your country requires consent from a parent, We may require Your parent’s consent before We collect and use that Personal Data.

SECURITY

Security of Your Personal Data

The security of Your Personal Data is important to Us but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

International Usage

The Service is owned by Company and may be accessed in the United States and abroad. For data protection purposes, Company is the controller and, unless otherwise noted, is also the processor of data. Information collected may be retained, and may be stored, processed, accessed, and used in jurisdictions whose privacy laws may be different and less protective than those of your home jurisdiction.

Notice to European/UK Users

The Service is targeted for users in the United States. Any information You enter into the Service may be transferred outside of the European Union or the United Kingdom to the United States of America which does not offer an equivalent level of protection to that required in the European Union or the United Kingdom. By using the Service, You consent to the transfer of all such information to the United States of America which may not offer an equivalent level of protection to that required in the European Union and to the processing of that information by Company on its servers located in the United States of America or elsewhere outside of Europe as described in this Privacy Policy.

Links to Other Websites

Our Service may contain links to other websites that are not operated by Us. If You click on a third-party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit. All information about potential medical decisions should be discussed with Your doctors and medical professionals.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

Changes to Our Privacy Policy

We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page. We will let You know via email and/or a prominent notice on Our Service, prior to the change becoming effective and update the "Last updated" date at the top of this Privacy Policy. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Policy, You can contact us:

By email: howdiditgo1@gmail.com

By mail: HowDidItGo, c/o 24 Webster Place Brookline, MA 02445