

PRIVACY POLICY

Effective Date: August 11, 2026

Florida Pediatric Associates ("we," "us," or "our") is committed to protecting the privacy of personal information. This Privacy Policy explains how we collect, use, and disclose personal information of our users when they access and use our website, floridapediatrics.com, as well as any other websites that link to this Privacy Policy (the "Sites").

1. Purpose

This Privacy Policy describes our collection, use, storage, and disclosure of Personal Information in connection with access to and use of the Sites. When we refer to "Personal Information" in this Privacy Policy, we mean any identifiable information related to an individual.

2. Scope

This Privacy Policy applies to Personal Information we collect from individuals who visit, access or use the Sites. This Policy does not govern:

- Our use of protected health information (or "PHI") governed by HIPAA. For information about how we use and disclose PHI, please review our [HIPAA Notice of Privacy Practices](#).
- Information collected offline or through means other than the Sites.
- Information collected in the context of employment or prospective employment.
- Information collected, used, or disclosed by third-party websites, applications, platforms, or services that are not owned or controlled by us, even if accessible through hyperlinks on the Sites.

3. Information We Collect

Information Collected Through Cookies

The Sites use cookies and similar technologies that collect certain technical information, including: Your IP address, browser type and version, device type and operating system, pages you visit on the Sites and the time spent on each page, referring website or search engine. Please see the section titled "Cookies and Similar Technologies" below for further information.

Personal Information You Choose to Provide

You may choose to provide Personal Information to the Sites, such as: Your name, email address, phone number, and other contact details; and payment information for billing purposes.

4. How We Use the Information We Collect

We collect and use your Personal Information at your direction, as disclosed at the time of collecting your Personal Information, and:

- To Provide Services: We use your Personal Information to provide the Sites and our services, including those that you request.
- To Improve the Sites: We use Personal Information to help us analyze the Sites' performance, troubleshoot issues, and enhance user experience.
- To Comply with Legal Obligations: We may use your Personal Information to comply with applicable laws, enforce our policies and terms, and protect our or others' rights, property, or safety.
- To Communicate with You: We may use your contact information to respond to inquiries and provide updates about our services.
- To Spread Awareness of Our Services: We may use Personal Information to conduct marketing through the Sites as well as on external platforms.
- In the Event of a Business Transaction: We may use Personal Information to engage in business transactions and negotiations of such transactions (this may include potential or actual sales, acquisitions, mergers, or other restructuring).

5. Cookies and Similar Technologies

The Sites may use cookies, pixels, beacons, APIs, and similar technologies for various purposes. Below is a breakdown of how we use cookies and similar technologies:

- To Provide our Services: These technologies are for the Sites to function properly (e.g., security, payment processing, fraud prevention, adjusting consent preferences).
- Functionality: These technologies enable functionalities that enhance the Sites like allowing you to share content from the Sites to others, for collecting feedback, and displaying videos.
- Analytics: These technologies help us understand how visitors interact with the Sites (e.g., visitor numbers, traffic sources).
- Improving Performance: These technologies improve the Sites' performance, such as how quickly a page loads.
- Advertising: These technologies help us spread awareness of our services by facilitating advertising, including based on your browsing history, and help analyze ad campaign effectiveness.

The Sites do not respond to Do Not Track signals.

You may be able to manage your cookie preferences through your browser settings. Disabling cookies may affect the Sites' functionality. We are not responsible for third-party methods for managing cookies, including their efficacy or functionality.

6. Information That We Disclose

Subject to the legal requirements that apply to certain disclosures, we may disclose your Personal Information in the following circumstances:

- To Our Service Providers or Vendors: We may disclose your Personal Information with our service providers and vendors to provide the Sites, services, and operate our business. Examples of such providers and vendors include, without limitation:
 - IT and Website Hosting Providers: Companies that host and maintain the Sites, features provided on the Sites, and ensure functionality of the Sites and integrated features.
 - Payment Processors: Entities that process payments, such as credit card or electronic payment processors.
 - Cookie Vendors: Vendors that provide services via cookies and similar technologies, as further described in the section "Cookies and Similar Technologies."
- In the Event of a Sale or Purchase: If our business is sold or purchased, your Personal Information may be transferred to the purchaser as part of the transaction.
- To Law Enforcement or Governmental Agencies: When permissible or required under applicable law, we may share Personal Information with regulatory agencies, law enforcement agencies, courts, regulators, government authorities or other similar legal authorities.

7. Links to Third-Party Online Services

The Sites may contain links to third-party online services that are not owned or controlled by us. We are not responsible for the privacy, security, or other practices of such third parties, and this Privacy Policy does not apply to information collected by those third parties.

Your interactions with third-party online services, including those that are linked from or integrated with the Sites, are governed by the privacy policies and terms of use of those third parties. We encourage you to review the privacy policies and terms of use of any third-party online services you visit or use.

8. Security

We are committed to keeping your Personal Information secure. We have implemented safeguards to protect the Personal Information we collect and maintain. However, exchanging Personal Information over internet platforms can always present security risks and we cannot guarantee the security of Personal Information in all circumstances. You

should only access the Sites from a private location and secure connection where Personal Information maintained in the Sites cannot easily be seen or accessed by unauthorized parties.

9. Only Intended for U.S. Users

We are based in Florida, and the Sites are primarily intended for individuals located in Florida. If you access the Sites from outside of the United States you acknowledge that your Personal Information may be stored, maintained, processed, and/or transferred to the United States. United States federal or Florida law may be less protective of your Personal Information than the privacy laws that apply where you are located.

10. Contact Us

You may contact us at:

Compliance Officer
Florida Pediatric Associates, LLC
1800 Dr. Martin Luther King Jr. Street North
St. Petersburg, FL 33704

Email: icomply@floridapediatrics.com
Phone: (866)-635-8765

11. Updates to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in laws or our practices. The updated policy will be posted on the Sites with the effective date.