



We value your trust and respect your privacy. We are committed to maintaining robust privacy protections for our users and safeguarding the information you provide to us.

Website Privacy Policy

Welcome to www.coldwaterprimarycare.com (the “Website”). We understand that privacy online is important to users of our Site, especially when conducting business. This statement governs our privacy policies with respect to those users of the Website (“Visitors,” “You” or, “Authorized Customers”) who visit without transacting business and Visitors who register to transact business on the Website and make use of the various services offered by Coldwater Direct Primary Care (“Company,” “Us” or “We”). By accessing or using this Website, you accept our Privacy Policy and Terms of Use.

Personally Identifiable Information (PII)

Definition

Personally identifiable information (PII) refers to any information that identifies or can be used to identify, contact, or locate the person to whom such information pertains, including, but not limited to, name, address, phone number, fax number, email address, financial profiles, social security number, and credit card information. Personally Identifiable Information does not include information that is collected anonymously (that is, without identification of the individual user) or demographic information not connected to an identified individual.

1. What Personally Identifiable Information is collected?

We collect various types of information from and about Visitors of our Website that is both “Personal Information” and “Non-Personal Information”. We collect this information directly from You when you provide it to us and automatically as You navigate through the site.

Personal Information may include:

- Name
- Postal address
- e-mail address
- Telephone number, and any other identifier by which you may be contacted online or offline

Non-Personal Information may include details:

- About You individually but which does not identify You.

- About your computer and internet connection, as well as website usage details.

2. What organizations are collecting the information?

In addition to our direct collection of information, our third party service vendors (such as credit card companies, clearinghouses and banks) who may provide such services as credit, insurance, and escrow services may collect this information from our Visitors and Authorized Customers. We do not control how these third parties use such information, but we do ask them to disclose how they use personal information provided to them from Visitors and Authorized Customers. Some of these third parties may be intermediaries that act solely as links in the distribution chain, and do not store, retain, or use the information given to them.

3. How does the Website use Personally Identifiable Information?

The information We collect automatically may include Personal Information. It helps us to improve our Website and to deliver a better and more personalized service, by enabling us 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.

The technologies we use for this automatic data collection may include “cookies (or browser cookies)”. A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your personal browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser settings so that it will refuse cookies, or system will issue cookies when you direct your browser to our website.

4. Third-Party Use of Cookies.

Some content or applications on the Website are served by third-parties, including application providers. These third parties may use cookies to collect information about You when You use our company 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 (behavioral) advertising or other targeted content. We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

5. Disclosure of your Information.

We may disclose aggregated information about our users without restriction. We may disclose personal information that we collect or you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Coldwater Direct Primary Care's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar

proceeding, in which personal information held by Company about our Website users is among the assets transferred.

- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

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 or apply our Terms of Use and other agreements.
- If we believe disclosure is necessary or appropriate to protect the rights, property or safety of Company, our customers or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

6. How is Personally Identifiable Information stored?

Personally Identifiable Information (PII) collected by Coldwater Direct Primary Care is securely stored and is not accessible to third parties or employees of Coldwater Direct Primary Care except for use as indicated above.

7. How does the Website keep Personally Identifiable Information secure?

All of our employees are familiar with our security policy and practices. The PII of our Visitors and Authorized Customers is only accessible to a limited number of qualified employees who are given a password in order to gain access to the information. We audit our security systems and processes on a regular basis. Sensitive information, such as credit card numbers or social security numbers, is protected by encryption protocols, in place to protect information sent over the Internet. While we take commercially reasonable measures to maintain a secure site, electronic communications and databases are subject to errors, tampering and break-ins, and we cannot guarantee or warrant that such events will not take place and we will not be liable to Visitors or Authorized Customers for any such occurrences.

8. How can Visitors correct any inaccuracies in Personally Identifiable Information?

Visitors and Authorized Customers may contact Us to update PII about them or to correct any inaccuracies by emailing us at info@coldwaterdpc.com.

9. Can a Visitor delete or deactivate Personally Identifiable Information collected by the Site?

We provide Visitors and Authorized Customers with a mechanism to delete/deactivate PII from the Site's database by contacting Us. However, because of backups and records of deletions, it may be impossible to delete a Visitor's entry without retaining some residual information. An individual who requests to have PII deactivated will have this information functionally deleted, and we will not sell, transfer, or use PII relating to that individual in any way moving forward.

10. Partner/Affiliated Sites.

Coldwater Direct Primary Care has entered into and will continue to enter into partnerships and other affiliations with a number of vendors. Such vendors may have access to certain PII on a need to know basis for evaluating Authorized Customers for service eligibility. Our privacy

policy does not cover their collection or use of this information. We will disclose Personally Identifiable Information in order to comply with a court order or subpoena or a request from a law enforcement agency to release information. We will also disclose Personally Identifiable Information when reasonably necessary to protect the safety of our Visitors and Authorized Customers.

11. Changes to Our Privacy Policy.

This Privacy Policy may change from time to time. It is our policy to post any changes we make to our Privacy Policy on this page. The date the Privacy Policy was last revised is identified at the bottom of the page. You are responsible for periodically visiting our Website and this Privacy Policy to check for any changes. Your continued use of this Website after we make changes is deemed to be acceptance of those changes.

To ask questions or comment about this Privacy Policy and our privacy practices, contact us at:

Coldwater Direct Primary Care
89 W Chicago Street
Coldwater, MI 49036

info@coldwaterdpc.com

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