

Privacy Policy

Last updated March 5, 2022

INTRODUCTION

Dr. Oscar Masters and its affiliates (“Dr. Masters,” “we”, “us”, and “ours”) are committed to protecting your information (in this Privacy Statement, “information” refers to the personally identifiable information, considered personal data, that you provide or we collect on, about, or from you through our websites). The following statement discloses how we collect, use and share the information we gather on our websites (the “Sites”).

You can visit our Sites without telling us who you are or revealing any personal information about yourself. Sometimes we may seek information from you, about yourself or someone you know, such as name, email address and/or home address. We will let you know before we collect such personal information from you.

By using our Sites, you consent to our collection, use, disclosure, transfer and processing of personal data in accordance with this Privacy Statement.

INFORMATION WE COLLECT FROM YOU

We collect personal information of website visitors when you visit our Sites or via on-line forms, for example, when you sign up to receive news alerts from us or complete a form to request more information or a consultation. We will notify you of such purposes at the time that we request to collect personal data from you.

We will also collect information about your use of our Sites as described in the section [“Cookies and Advertisements”](#) below.

On occasion you may choose to provide us with personal data about other people so that, for example, we can contact them with information about us. You must only share their personal data with us if you have obtained their consent and permission to do so.

WHAT DO WE DO WITH THE INFORMATION WE COLLECT?

The personal information we gather from your use of our Sites or provided by you may be used:

- To provide you with information about our products, services, news and events.
- To invite you to take part in our surveys or become a member of a fan club.
- To gather demographic information about user trends, such as age, gender, and general income levels.
- To provide our practice with information on prospective patients.
- To analyze use of our services and products, develop new services and products, and customize our services.
- To set up and otherwise manage your member account in our Sites.
- To allow you to use, purchase, book and/or download products and services.

We do use a robust combination of data sources to get a full picture of our marketing efforts. This data is only for **our** efforts and we do not share your information with other businesses for them to use for purposes other than their work with us.

WHO DO WE SHARE YOUR PERSONAL INFORMATION WITH?

We partner with other businesses to assist us in our marketing, communications, and sales efforts, and may share information about you for these purposes where you have given us consent to do so or where permitted by law. These partners are not allowed to use your information for any purpose other than doing business with Dr. Oscar Masters.

In addition, any information we collect, including personal information, may be disclosed as part of any merger, acquisition, sale of company assets, or similar transaction, as well as in the event of insolvency, bankruptcy or receivership in which personal information could be transferred to third parties as one of our business assets.

We may also disclose personal information about you if we believe that doing so is legally required or is necessary to protect our property or other legal rights (including but not limited to enforcement of our agreements or the rights of property of others).

COOKIES AND ADVERTISEMENTS

We may also disclose personal information about you if we believe that doing so is legally required or is necessary to protect our property or other legal rights (including but not limited to enforcement of our agreements or the rights of property of others).

We may also disclose personal information about you if we believe that doing so is legally required or is necessary to protect our property or other legal rights (including but not limited to enforcement of our agreements or the rights of property of others).

Some websites will also use cookies to enable them to target their advertising or marketing messages.

Cookies may be set by the website you are visiting ('first party cookies') or they may be set by other websites who run content on the page you are viewing ('third party cookies').

Although acceptance of cookies is not required to visit our websites, we do use cookies. Cookies are small text files stored on computer hard drives and are regularly used to analyze individual website activity. A cookie file may contain information that the website uses to respond to you as an individual and to tailor a website experience to your preferences. If you have provided your contact information as part of your website visit, we may utilize the cookie file to collect information about your specific website activity. This information will only be used for marketing purposes by Dr. Oscar Masters and will not be sold or shared with any third party not contracted with Dr. Oscar Masters.

Use of cookies enables our sites to determine the usefulness of information provided to our users and to analyze the effectiveness of our navigational structure in providing you that information. In the end, cookies help us provide you with a better website experience.

If you prefer not to receive cookies on this website, you can set your browser (such as Internet Explorer, Chrome, Mozilla Firefox, etc.) to warn you before accepting cookies and to refuse the cookie when your browser alerts you to its presence. You can also refuse all cookies by turning them off in your browser. If you have set your browser to not allow cookies, you will still be able to access the website; however, this may affect your full usability of this website.

ONLINE BEHAVIORAL ADVERTISING

Our websites may occasionally have advertising. A certain amount of this advertising is tailored to the individual user. We use cookies to determine what advertising might be most relevant to you based on the areas you look at on our sites and your IP address geo-location.

ADVERTISEMENTS

Dr. Oscar Masters may partner with a third-party ad network to either display advertising on our websites or to manage our advertising on other sites. Our ad network partner uses cookies and web beacons to collect non-personally identifiable information about your activities on this and other websites to provide you targeted advertising based upon your interests.

We partner with a third party to provide and manage our opt-out mechanism. Please note this does not stop advertising from being served to you online. You will continue to receive generic ads, just not targeted ads.

LINKS TO OTHER SITES

Our Sites may contain links to other websites merely as a convenience. Dr. Oscar Masters is not responsible for the privacy practices or the content of such other websites, and inclusion of links does not mean we endorse the information or company. This means that if you connect to another site through our Sites, we are not responsible for and we cannot control what they do with your information.

Also, you may have the opportunity to share your information with other websites, such as social media sites. We may provide a convenient link to let you do this easily, but we are not responsible for and we cannot control their website or your posts/sharing. You are encouraged to review the privacy policies and information collection practices of these other websites and social media sites.

MARKETING AND DO NOT CONTACT

We may send you information about us from time to time if you have given us your consent (where required).

Dr. Oscar Masters provides you the opportunity to request to stop receiving electronic communications from either us by withdrawing your consent. If you

do not want to receive communications from us, please tell us when we collect your information. You may also use the convenient unsubscribe feature included with emails. Please allow us enough time to process your request.

Keep in mind, this withdrawal of consent does not apply to necessary communications, such as responding to an inquiry, and is revoked if you later request information from us, for example, if you sign up to receive news alerts from us.

SOCIAL MEDIA

If you are a user of Facebook, Twitter or other social media platforms with public account settings we will be able to pull your reviews of our practice from these public media platforms and post them on our Sites. This is so that we can share your opinions about our practice with the visitors of our Sites. Before being posted in our Sites, your comments will be reviewed by us.

By posting or otherwise making available any Content on a public social media platform about your experience, you represent and warrant that you are thirteen (13) years of age or older and that you agree to the terms and conditions listed on our page on those websites.

If a parent, guardian, or anyone else becomes aware of user generated content shared from an individual under the age of thirteen (13), please call us at 405-849-6354.

SECURITY

Our Sites have security measures in place to try to protect against the destruction, loss, misuse and alteration, unauthorized disclosure or access of the information under our control. Our Sites transmit information (including any personal data) securely via HTTPS.

YOUR RIGHTS

If you have rights concerning access, disclosure, amendment, or deletion (as determined by applicable law), you may contact us at the address or email listed below.

It is not our practice to sell or lease any personal information to other companies for their direct marketing.

UPDATES

We may update this statement from time to time. When we do, we will list the last updated date at the beginning of the statement. Notice of such update and/or modification will be provided on our Sites or to you directly if required by law. We encourage you to periodically review this statement to stay informed about how we collect, use and share personal information.

CONTACT US

If you have any questions about this privacy statement, the practices of our Sites, your information, or your rights regarding your information, or your dealings with our Sites, please contact:

Oscar Masters MD PLLC

13820 Wireless Way

Oklahoma City, Oklahoma 73134

HIPPA POLICY

The Health Insurance Portability and Accountability Act (HIPAA) provides safeguards to protect your privacy. Implementation of HIPAA requirements officially began on April 14, 2003. Many of the policies have been *our* practice for years. This form is a "friendly" version. A more complete text is posted in the office.

What this is all about: Specifically, there are rules and restrictions on who may see or be notified of your Protected Health Information (PHI). These restrictions do not include the normal interchange of information necessary to provide you with office services. HIPAA provides certain rights and protections to you as the patient. We balance these needs with our goal of providing you with quality professional service and care. Additional information is available from the U.S. Department of Health and Human Services. www.hhs.gov

We have adopted the following policies:

1. Patient information will be kept confidential except as is necessary to provide services or to ensure that all administrative matters related to your care are handled appropriately. This specifically includes the sharing of information with other healthcare providers, laboratories, health insurance payers as is necessary and appropriate for your care. Patient files may be stored in open file racks and will not contain any coding which identifies a patient's condition or information which is not already a matter of public record. The normal course of providing care means that such records may be left, at least temporarily, in administrative areas such as the front office, examination room, etc. Those records will not be available to persons other than office staff. You agree to the normal procedures utilized within the office for the handling of charts, patient records, PHI and other documents or information.

2. It is the policy of this office to remind patients of their appointments. We may do this by telephone, e-mail, U.S mail, or by any means convenient for the practice and/or as requested by you. We may send you other communications informing you of changes to office policy and new technology that you might find valuable or informative.
3. The practice utilizes a number of vendors in the conduct of business. These vendors may have access to PHI but must agree to abide by the confidentiality rules of HIPAA.
4. You understand and agree to inspections of the office and review of documents which may include PHI by government agencies or insurance payers in normal performance of their duties.
5. You agree to bring any concerns or complaints regarding privacy to the attention of the office manager or the doctor.
6. Your confidential information will not be used for the purposes of marketing or advertising of products, goods or services.
7. We agree to provide patients with access to their records in accordance with state and federal laws.
8. We may change, add, delete or modify any of these provisions to better serve the needs of the both the practice and the patient.

You have the right to request restrictions in the use of your protected health information and to request change in certain policies used within the office concerning your PHI. However, we are not obligated to alter internal policies to conform to your request.