

Privacy Policy for Michigan Spine & Joint Center

At Michigan Spine & Joint Center (MSJC), we respect individuals' constitutional rights to privacy and data protection. Therefore, we are committed to safeguarding the personal information collected from visitors to the MSJC website (<https://mispineandjoint.com>).

1. Personal Information

Personal information includes all information related to an identifiable individual, such as name, address, e-mail address, telephone number, and social security number.

2. Personal Information Collected

2.1. Cookies: MSJC collects limited personal information using cookies, which are alphanumeric identifiers transferred to your hard drive through your web browser when you visit our website. Cookies enable our system to recognize you when you visit our website again, and to enhance your experience. We may also use cookies to compile aggregate information about frequently visited areas of our website, which can be used to improve the website's content and user-friendliness. MSJC does not monitor the pages you visit while on our website. You can disable our use of cookies by configuring your browser accordingly.

2.2. Registration: MSJC may ask for relevant personal information when you register for certain services or enter competitions or promotions offered through our website. We will use such information to provide the services to you, and for our internal purposes, including establishing and verifying your identity, maintaining and updating our customer databases, and marketing, product research, and development purposes.

3. Storage of Personal Information

MSJC uses electronic procedures and systems to ensure accuracy and prevent unauthorized access to your personal information, in accordance with accepted technological standards.

4. Cookie Policy

Our website uses cookies to provide a better user experience. Cookies are small text files that are placed on your machine to retain user preferences and store information, such as shopping carts, and to provide anonymized tracking data to third-party

applications like Google Analytics. Disabling cookies on our website or others is recommended via your browser settings.

5. Personal Information Shared

5.1. MSJC will not sell, rent, or otherwise disclose your personal information to any third party without your consent. By using our website and/or subscribing to any of our services, you provide express and informed consent for MSJC to disclose your personal information to third parties. For example, third-party companies employed by MSJC to provide services such as website hosting and development may require access to your personal information for their functions but not for any other purposes. MSJC may transfer customer databases, including personal information, to third parties who acquire all or substantially all of our assets or shares in our company or our website service by sale, merger, acquisition, or otherwise.

5.2. Non-Personal Information: MSJC reserves the right to share non-personal, non-individual information in aggregate form with third parties for business purposes, such as advertisers on our website or business associates and partners. This does not involve disclosing any personal information that can identify any individual consumer in any way.

6. Legal Disclaimer

6.1. Required by Law: MSJC reserves the right to disclose your personally identifiable information to governmental bodies, exchanges, and other regulatory or self-regulatory organizations if required by law, or if we believe such action is necessary.

6.2. Fraud or Illegal Activity: We may also disclose information if required to do so by regulatory authorities in connection with any investigation of fraud, intellectual property infringements, or other activity that is illegal or may expose MSJC to legal liability.

7. Links

Our website contains links to other websites, and we are not responsible for the privacy practices of third-party websites or the manner in which they use cookies. We advise you to read the privacy statements of each website you visit that collects personal information.

8. Contact Us

If you would like to receive a copy of the information we hold about you (subject to our right to charge you a fee to cover our expenses in this regard), to correct or update your information, or to ask any questions about this privacy policy, please contact us at the address provided on our website.

9. Electronic Communications

By visiting our website and receiving electronic information or communication by electronic means, you consent to the website's agreements, notices, and disclosures, indicating that any legal requirements have been satisfied.

10.Changes to this Privacy Policy

10.1. MSJC reserves the right to modify this policy at any time, so please review it frequently.

10.2. If we decide to change our privacy & security policy, we will post changes to this page. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our home page. The amended privacy & security policy will supersede and replace any previous policies with effect from the date on which it is posted on our website.