

## Notice at Collection

Hoag Orthopedic Institute, LLC is collecting your personal information and sensitive personal information to support its business operations. We will not sell the personal information or sensitive personal information we collect. We also will not share it with third parties for cross-context behavioral advertising.

To view our full privacy policy, visit [www.hoagorthopedicinstitute.org/privacy-policy/](http://www.hoagorthopedicinstitute.org/privacy-policy/).

We may collect the personal information and sensitive personal information categories listed in the tables below.

Category of Personal Information	Examples
Identifiers	Real name, alias, postal address, unique personal identifier, online identifier, IP address, email address, or other similar identifiers
Personal information categories listed in the California Customer Records statute	Name, signature, address, telephone number, credit card number, debit card number, or other financial information, medical information, health insurance information (to the extent not excluded from the CCPA)
Commercial information	Records of products or services you purchased or considered
Internet or other similar network activity	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement
Geolocation data	Approximate physical location
Sensory data	Audio, electronic, visual and similar information (for example, photos for id badges, video recordings or recordings of calls with us, where permitted by law)
Sensitive personal information	Medical information, health insurance information (to the extent not excluded from the CCPA)

We obtain the categories of personal information listed above from the following categories of sources:

- Directly from you. For example, when you submit a form or register for an event.
- Indirectly from you. For example, from observing your actions on our Website and through your browser or device when interacting with our Website.
- Affiliates, service providers and business partners.
- Third-party information providers, including marketing service providers.
- Publicly available sources, such as government or agency records or publicly available websites.

We may use or disclose the personal information we collect for one or more of the following purposes:

- As described to you when collecting your personal information or as otherwise set forth in the CCPA.
- To communicate with you or otherwise fulfill or meet the reason you provided the information. For example, if you share your name and contact information to request more information about our services or products, we will use that personal information to respond to your inquiry and assist with offering you

HOI services. If you provide your personal information to make a payment, we will use that information to process your order and payment.

- As needed to carry out HOI's business activities and operations and allow its Service Providers and Contractors to carry out contracted activities.
- To provide, maintain, develop and improve our website, products, and services, including to perform analytics and non-personalized advertising activities.
- To provide you with customer support, to respond to your inquiries, and to perform audit, quality assurance, and improvement activities, including to investigate and address your concerns and monitor and improve our responses.
- To personalize your HOI website experience and to deliver content and product and service offerings relevant to your interests.
- To help maintain the safety, rights, security, and integrity of our website, products and services, databases and other technology assets, employees, third parties, members of the public and/or business, including at any physical facilities.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- For branding, marketing and community outreach purposes and events (including but not limited HOI class and event registrations).
- To exercise or comply with our legal obligations, rights, and policies, including to provide information to our legal and tax advisors.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our consumers is among the assets transferred.

We will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

As a general matter, we retain your personal information for as long as necessary for our legitimate business interests and/or as needed or permitted for legal reasons. In certain situations, we will delete your information after it is no longer needed to provide a service.

If you have any questions about this Notice or need to access it in an alternative format due to having a disability, please contact [HOICorporateCompliance@hoag.org](mailto:HOICorporateCompliance@hoag.org).

Effective Date: April 1, 2024