

CCPA Privacy Notice for California Consumers

Last Updated: August 14, 2020

The California Consumer Privacy Act (“CCPA”) creates privacy rights for consumers who reside in the State of California (“consumers” or “you”). This Privacy Notice for California Consumers (“notice”) supplements the information contained in our [Privacy Policy](#) by describing our practices with respect to the personal information we collect about consumers and includes other information required by the CCPA.

Personal Information Practices

We collect information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly with a consumer or device (“personal information”).

Depending on how you interact with us, we may collect your identifiers (such as your name, Internet Protocol address, email address, and contact information), demographic information, and transactional information (such as your insurance information and payment information).

We may collect this personal information when you visit the website, including through website contact forms or automatically through the use of cookies and other data collection technologies. We may also collect your personal information in other circumstances when you provide the information to us, from your healthcare provider, or from a data verification source.

We may use your personal information to present our website and its contents to you, to monitor and analyze website traffic, to provide you with information you requested, to fulfill any other purpose for which you provide it, and to comply with legal obligations.

We may share your personal information with business partners when needed for a business purpose. When we disclose personal information for a business purpose, we enter an agreement that describes the purpose and requires the recipient to both keep that personal information confidential and not use it for any purpose except for purposes agreed to per the agreement. We do not sell your information.

CCPA Privacy Rights

1064 Rev01 ECO20-148 Effective Date: 08/14/2020

Under the CCPA, you have the right to:

- **Know** the categories and specific pieces of personal information we have collected and retained about you over the previous 12 months. You may also request additional information about our sources of your personal information, how we use and share your personal information, and the categories of parties with whom we share your information.
- **Receive** a copy of your personal information.
- **Delete** your personal information we have collected.
- **Opt out** of the sale of your personal information: We do not sell your personal information.

If you are a California resident and would like to exercise your rights, please contact us by calling 866-403-6361 or emailing privacy@cranialtech.com. In compliance with CCPA, we will require certain identifying information from you to verify your request.

The CCPA prohibits us from discriminating against you for exercising your privacy rights. Such discrimination may include denying a good or service, providing a different level or quality of service, or charging different prices.

Your Protected Health Information

Please note that certain categories of personal information, such as Protected Health Information, are not covered by these CCPA privacy rights, but may be protected by HIPAA and other laws that provide similar protections.

Changes to this Notice

We reserve the right to amend this notice at our discretion and at any time. When we make changes to this notice, we will post the updated notice on the Website and change the “last updated” date. Your continued use of our Website following the posting of changes constitutes your acceptance of such changes.