

## **Website Privacy Policy & Terms and Conditions of Use:**

Cynergy CSI (Cynergy) is a consultancy firm offering strategic, operational and transitional consulting services for healthcare business owners and healthcare providers. This policy is to inform you of our data practices in the case that you may provide us with personal information or visit our website. If you have any questions or concerns about our policy, or our practices with regards to your personal information, please contact us at [bmaclean@Cynergycsi.com](mailto:bmaclean@Cynergycsi.com).

This policy applies to all information collected through our website (such as <https://Cynergycsi.com/>), and/or any related services, sales, marketing or events (we refer to them collectively in this privacy policy as the "Services"). Please read this policy carefully as it will help you make informed decisions about sharing your personal information with us and use of our website.

### **A. Terms of Use**

By accessing this web site, you are agreeing to be bound by the web site's Terms and Conditions of Use, all applicable laws and regulations, and are agreeing to take personal responsibility for compliance with any applicable local laws. If you do not agree with any of these terms, you are prohibited from using or accessing this site. The materials contained in this web site are protected by applicable copyright and trademark law.

### **B. Disclaimer**

The materials on Cynergy's web site are provided "as is." Cynergy makes no warranties, expressed or implied, and hereby disclaims and negates all other warranties, including without limitation, implied warranties or conditions of merchantability, fitness for a particular purpose, or non-infringement of intellectual property or other violation of rights. Cynergy does not warrant or make any representations concerning the accuracy, likely results, or reliability of the use of the materials on its Internet web site or otherwise relating to such materials or on any sites linked to this site.

### **C. Limitations**

In no event shall Cynergy or its suppliers be liable for any damages (including, without limitation, damages for loss of data or profit, or due to business interruption) arising out of the use or inability to use the materials on Cynergy's Internet site, even if Cynergy or a Cynergy authorized representative has been notified orally or in writing of the possibility of such damage. Because some jurisdictions do not allow limitations on implied warranties, or limitations of liability for consequential or incidental damages, these limitations may not apply to you.

### **D. Errata and Revisions**

The sales and marketing materials appearing on Cynergy's web site could include technical, typographical, or photographic errors. Cynergy does not warrant that any of these materials on its website are current, complete or accurate. Cynergy may make changes to the materials contained on its website at any time without notice. Cynergy does not, however, make any commitment to update the materials.

#### **E. Site Terms of Use Modifications**

Cynergy may, at any time, revise these terms of use for its website without notice. By using this website you are agreeing to be bound by the current version of these Terms and Conditions of Use.

#### **F. Governing Law**

Any claim relating to Cynergy web site shall be governed by the laws of the State of Illinois without regard to its conflict of law provisions.

#### **G. Cynergy Data**

Cynergy aggregates publicly available information from social networks, online surveys, , and other public sources. This information includes but is not limited to demographic, name, email, postal address, and interest information. This data is then indexed and aggregated to create a profile.

We use this data to create online segments that are grouped together based on demographic or behavioral profiles. This data is used to send relevant marketing messages on behalf of our marketers using the best practice guidelines established by the Direct Marketing Association through online and offline channels. Cynergy NEVER collects sensitive information, such as Social Security or Credit Card numbers for the purpose of sending marketing messages.

Information may be collected by third parties through emails and communications from Cynergy. We may collect, share, or sell user data with third-parties with exception to email. These third parties including marketing consultants, advertisers, advertising technology platforms, and data preparation and processing services. Third parties may combine user data with data collected across the internet or from other sites.

We and our partners use this information to recognize you across different channels and platforms over time for advertising, analytics, attribution, and reporting purposes. For example, our partners may deliver and/or enable delivery of ads to you in your web browser based on a purchase you made in a physical retail store or based on the fact that you visited a particular website.

#### **H. Web Cookies & IP Tracking**

We may use cookies, pixels or similar technologies, to enhance and personalize your experience on our site and in email correspondence sent by Cynergy. Cynergy records essential information about user activity and interactions with this website for the purposes of security and site optimization analytics. This limited first-party data may be further enhanced with the help of third-party data sources to help facilitate visitor segmentation and re-engagement through verified marketing channels, within the respective boundaries of applicable legal standards. Third parties may set cookies on users' browsers and collect user data using cookies or other technologies for their own use and subject to their own privacy policies. We may use an IP address in an attempt to determine a place from which a website visitor originated.

## **I. Policy Changes**

This Policy may change from time to time. We will post any privacy policy changes on this page.

## **J. Opt Out & Request Personal Data**

If you would like to opt out of Cynergy CSI communications, you may contact us directly at [bmaclean@Cynergycsi.com](mailto:bmaclean@Cynergycsi.com). You will be removed from all of Cynergy CSI's databases. This process is only intended to remove information available through [Cynergycsi.com](http://Cynergycsi.com) and cannot remove the information from the third-party public sources, such as a white page directory.

If you would like to access, move, change, or delete your personal data in our records, please email us at [bmaclean@Cynergycsi.com](mailto:bmaclean@Cynergycsi.com) or call us at 716.833.2994. To verify your identity, we require you to send us a photo of you holding a state-issued photo identification card. We can only honor your request if the photo on your ID clearly matches your appearance and the address is clearly visible.

## **K. Information Pertaining to Children**

Cynergy does not knowingly collect data from, or market to, children under 18 years of age. If you become aware of any data that is collected from children under age 18, please contact us at [bmaclean@Cynergycsi.com](mailto:bmaclean@Cynergycsi.com).

## **L. California Residents' Rights Under the CCPA**

Pursuant to California Civil Code Section 1798.83, residents of the State of California have the right to request from companies conducting business in California certain information relating to third parties to which the company has disclosed certain categories of personal information during the preceding year for the third parties' direct marketing purposes. Alternatively, the law provides that a company may comply, as Cynergy does, by disclosing in its privacy policy that it provides consumers choice (opt-out or opt-in) regarding sharing personal information with third parties for those third parties' direct marketing purposes, and information on how to exercise that choice.

As stated above in this Privacy Policy, Cynergy provides you choice prior to sharing your personal information with third parties for their direct marketing purposes. If you choose to opt-out, Cynergy does not share your information with third parties for direct marketing purposes.

If you have questions about our practices with respect to sharing information with third parties for their direct marketing purposes and your ability to exercise choice, please send your request by email to [bmaclean@Cynergycsi.com](mailto:bmaclean@Cynergycsi.com), or call our toll free number at 716.833.2994. If the call back number you provide is not valid, then Cynergy is not responsible to respond.

### **M. Policy Changes**

This Policy can and may change from time to time. Any changes will be posted within this policy.

### **N. Questions**

If you have questions or concerns about Cynergy's privacy policy or terms of use, please contact:

Attn: Legal  
Cynergy CSI  
5626 Homestead Rd  
Hamburg, NY 14075

Or reach us via email using the contact us form.