

Privacy Policy (Simplified)

Your Privacy Matters

We respect your privacy and are committed to protecting your personal information. This Privacy Policy explains what information we collect, how we use it, who we share it with, and the choices you have.

By using our website, you agree to this Privacy Policy. If you do not agree, please do not use our website or provide us with your personal information.

What This Policy Covers

This policy applies only to information collected through our website and marketing communications. It does not apply to information collected in person or during your care as a patient. If you become a patient, you will receive a separate notice explaining how your medical information is handled.

Information We Collect

We may collect:

- **Contact information** such as your name, email address, phone number, and mailing address.
- **Payment information** if you pay for services through our website.
- **Messages and correspondence** when you contact us, complete surveys, or request information.
- **Website usage information**, including your IP address, browser type, device, pages visited, and how you use our website through cookies and similar technologies.
- **Information from trusted third parties**, such as service providers, social media platforms, or advertising partners, to help us improve our services and marketing.

How We Use Your Information

We use your information to:

- Provide our services and respond to your questions.
- Process payments.
- Create and manage your online account.
- Improve our website and services.

- Send newsletters, promotions, and other marketing communications (you can unsubscribe at any time).
- Show you relevant advertisements.
- Protect against fraud, security threats, and illegal activity.
- Comply with legal obligations.
- Use your information for other purposes when you give us permission.

Cookies and Website Analytics

Our website uses cookies and similar technologies to:

- Keep the website working properly.
- Remember your preferences.
- Measure website performance.
- Understand how visitors use our website.
- Improve your experience.

We also use Google Analytics to better understand website traffic. Most web browsers allow you to manage or disable cookies through your browser settings, although some website features may not work properly if cookies are disabled.

How We Share Information

We may share your information with:

- Our affiliated companies.
- Companies that help us operate our website or provide services.
- Business partners offering services with us.
- Government agencies or law enforcement when required by law.
- Another company if our business is sold, merged, or reorganized.

We do not sell your personally identifiable information to unrelated third parties for their own marketing purposes without your consent.

Your Choices

You can:

- Update your account information.
- Unsubscribe from marketing emails at any time.
- Contact us to opt out of other marketing communications.
- Choose not to provide certain information, although this may limit some website features or services.

Keeping Your Information Secure

We use reasonable administrative, technical, and physical safeguards to protect your personal information. However, no internet transmission or electronic storage system can be guaranteed to be completely secure.

International Data Transfers

Your information may be stored or processed in the United States or other countries where our service providers operate. We take reasonable steps to protect your information regardless of where it is processed.

Your Privacy Rights

Depending on where you live, you may have the right to:

- Access the personal information we have about you.
- Correct inaccurate information.
- Request deletion of your personal information, when allowed by law.
- Receive a copy of your personal information.
- Opt out of targeted advertising.

We will respond to eligible privacy requests within the time required by law.

Children's Privacy

Our website is not intended for children under 13 years old, and we do not knowingly collect personal information from children under 13.

Changes to This Policy

We may update this Privacy Policy from time to time. When we make significant changes, we will post the updated policy on our website and update the effective date.

Contact Us

If you have questions about this Privacy Policy or would like to exercise your privacy rights, please contact us:

Mail:

550 Harrison St.
Emmaus, PA 18049

Email: info@aiortho.com

Phone: 610-965-6898

Last Updated: June 30, 2026