

Effective Date: 3/3/2022

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PRIVACY POLICY

Privacy Policy Acceptance

Your use of the Site will indicate acceptance of this Privacy Policy. You may, of course, choose to discontinue using the Site. Please exit the Site immediately if you do not agree to the terms of this Privacy Policy. Please also read our Terms of Use policy. By using our site, you agree to both policies.

This notice describes how www.cumberlandhearing.com may collect and use your information, and how you can get access to this information. Please review this Agreement carefully.

The privacy of your information is important to us.

For Using Our Site

This Privacy Policy applies to the Cumberland Hearing Aid Center website (the "Site"). The Site may contain links to other sites. If you enter another website (whether through an advertisement, service, or content link), be aware that Cumberland Hearing Aid Center is not responsible for the privacy practices of such other sites. We encourage you to look for and review the privacy statements of each and every website you visit through a link or advertisement on www.cumberlandhearing.com.

Information We May Collect

Cookies

Cumberland Hearing Aid Center collects non-personal information about your use of the Site and your use of the websites of Corporate Partners through the use of cookies. Every computer is assigned a different cookie by the Site. The information collected by cookies (1) helps us dynamically generate advertising and content on web pages or in newsletters; (2) allows us to statistically monitor how many people are using our website and selected Corporate Partners' sites; and; (3) determine for what purposes these actions are being taken. Cumberland Hearing Aid Center may use cookie information to target certain advertisements to your browser or to determine the popularity of certain content or advertisements. Cookies also are used as navigation aids, and as session timers.

Your browser software can be set to reject all cookies. Most browsers offer instructions on how to reset the browser to reject cookies in the "Help" section of the toolbar. If you reject our cookies, certain functions and conveniences of our website may not work properly.

Identifiable Information We Collect:

Cumberland Hearing Aid Center collects personally identifiable information you provide when you sign up to receive our e-mail newsletter, call our phone number, send us an e-mail, send us a message through our online forms, or through public forums, and/or reach out to Cumberland Hearing Aid Center via online chat. We may use the personally identifiable information you provide to respond to your questions, provide you specific services you select, help you navigate the information on the Site, conduct follow-up surveys, and send you e-mails about website maintenance and updates.

By using our Site, we may collect categories of personal information including, but not limited to:

- Your name;
- Address;
- Phone number;
- E-mail;
- Date-of-birth;
- Geolocation, and;
- IP Address

Personally identifiable information that we collect may be shared or stored internally within our sister companies, subsidiaries, and parent company to facilitate proper functioning of the site, further our legitimate business interests, and/or compliance standards.

Information Collected by Third Parties Not Acting on Cumberland Hearing Aid Center's Behalf

Corporate Partners or advertisers on the Site may use their own cookies in advertisements served on the Site and in correspondence sent to you. Some advertisers use companies other than Cumberland Hearing Aid Center to serve their ads and to monitor users' responses to ads, and these companies ("Ad Servers") may also collect non-personal information through the use of cookies on our website. In certain situations, information collection may be facilitated by momentarily directing your browser to the website of an Ad Server or other third party acting on behalf of the Corporate Partner, or advertiser before redirecting your browser to its proper destination (e.g., back to the Site to show the ad or to the advertiser's website); this redirection process will not be apparent to you.

Cumberland Hearing Aid Center does not control these third parties' use of cookies or how they manage the information they gather through them. However, we do require Corporate Partners, advertisers, and Ad Servers who collect cookie information through our website to agree to protect the information they collect. Certain Ad Servers allow you to prevent them from collecting data through the use of cookies.

You may opt-out of third party data collection. In order to do so, you must opt-out of such data collection through each individual site, adjust the settings within your device or browser, or visit the Network Advertising Initiative Opt-Out Page.

We use the following third party cookies on this website and its pages:

SEM Rush, Google Analytics, Google Tag Manager

Disclosure of Your Information

Except as set forth in this privacy policy or as specifically agreed to by you, Cumberland Hearing Aid Center will not disclose any personally identifiable information it gathers from you on our Site. We will only release personally identifiable information to third parties: (1) to comply with valid legal requirements such as a law, regulation, search warrant, subpoena, or court order; or (2) in special cases, such as a physical threat to you or others. In the event that we are legally compelled to disclose your personally identifiable information to a third party, we will attempt to notify you unless doing so would violate the law or court order. In addition, we may disclose personal information as described below.

Disclosure of Aggregate Information

Cumberland Hearing Aid Center may provide anonymized, aggregate information to third parties. For example, we might inform third parties regarding the number of users of the Site and the activities they conduct while on the Site. We might also inform a company (that may or may not be an advertiser on our site) that "30% of our users live east of the Delaware River" or that "25% of our users dispense hearing aids." We require parties with whom we share aggregate information to agree they will not attempt to make this information personally identifiable, such as by combining it with other databases.

How Cumberland Hearing Aid Center Handles Privacy and Security Internally

Listed below are some of the security procedures Cumberland Hearing Aid Center uses to protect your privacy:

- Uses firewalls to protect information held in our servers;
- Closely monitors and limits the number of Cumberland Hearing Aid Center employees who have potential access to your personally identifiable information;
- Follows best practices for password security;
- Requires all respective Cumberland Hearing Aid Center employees to abide by this Privacy Policy and be subject to disciplinary action for violations thereof, and;
- Securely stores your data.

Despite Cumberland Hearing Aid Center's efforts to protect your personally identifiable information, there is always some risk that an unauthorized third-party may exceed access or that transmissions of your information over the Internet will be intercepted.

Contacting Cumberland Hearing Aid Center Regarding Your Personal Information

If you have a complaint, problem, or want to delete your personally identifiable information from our systems, or update the personally identifiable information that you have provided to us, please e-mail us at cindywhiston@gmail.com or call us at (931) 484-2102. Our FOP department will forward your complaint to the appropriate internal department for a response or resolution. We try to answer every e-mail within 48 business hours, but we may not always be able to do so.

FOR CALIFORNIA RESIDENTS:

In addition and/or in accordance with the rest of our Privacy Policy, you have a right to know and request information regarding the categories of personal information and actual personal information we collect or

sell, as well as what categories of personal information and actual personal information we share with or sell to third parties and categories of third parties. You also have the right to request the categories of sources from which the personal information is collected, as well as the business or commercial purpose for collecting or selling personal information. You have the right to edit this information or request its deletion. **To submit an information request, you can e-mail us at USPrivacy@Demant.com or call us at 855.400.9766.** You do not need to create an account to opt-out of the sale of your information. We have the right to verify the identity of a user before providing information related to that user's request. Information requests may take up to 45 days to process; we reserve the right to extend this period by an additional 45 days when reasonably necessary. If we extend processing your request, we will notify you within 45 days from your initial request.

You have the right not to be discriminated against for exercising your rights regarding your personal information. Pursuant to the Attorney General's regulations, a consumer may authorize another person solely to opt-out of the sale of the consumer's personal information on the consumer's behalf.

For purposes of this notification, "personal information" means, but is not limited to: "information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household. Personal information includes, but is not limited to, the following if it identifies, relates to, describes, is reasonably capable of being associated with, or could be reasonably linked, directly or indirectly, with a particular consumer or household".

Contacting Cumberland Hearing Aid Center, Continued

If you have a visual disability, please contact us at www.cumberlandhearing.com/contact for an alternative format.

Severability

If any provision, or part of a provision, of these Terms is found to be invalid, you and we nevertheless agree to give effect to the intentions as reflected in the provisions and document as a whole, and the other provisions of these Terms remain in full force and effect.