

## Terms of Use

Welcome to The Center Orthopedic & Neurosurgical Care (The Center) and thank you for visiting. This Terms of Use Agreement governs your use of <https://www.thecenteroregon.com/> and other online locations of The Center. Through this Agreement, The Center grants you permission to use the website and online resources subject to the terms of this Agreement. The Center has the right to change or update our terms of use from time to time without notice, so please review it periodically to keep informed of any changes. If at any time, you do not agree to these terms, please do not access or use the website or any digital content.

“Protected health information” as defined under the Health Insurance Portability & Accountability Act and related regulations (collectively referred to as “HIPAA”), including information you provide to The Center while being treated as a patient or when utilizing the FollowMyHealth patient portal, is separate and subject to our [Notice of Privacy Practices](#).

## Your Consent

You may use our website without providing any personal information. When you reply to any of our communications with a request, we may need to collect additional information. For example, you may be asked to provide personal information, such as name and email address if you choose to complete an online form or provide feedback. By providing us with an email address, you agree that we may use your email address to communicate with you about our services.

Patients can opt to create a [FollowMyHealth patient portal account](#). This is a secure portal available for patients to manage their health. Features include reviewing test results, managing appointments, messaging your doctor, and renewing your prescriptions.

This website works with third-party products or services (“Service Providers”). These include Google, Facebook, and other Service Providers who help us track and analyze visitor activity on the website, measure the effectiveness of our advertising efforts, and support the optimization of our digital marketing campaigns.

We use web analytics and tools provided by Google and other third parties to collect certain information relating to your use of this website. You can find out more about how Google uses data when you visit our website by visiting “[How Google uses data when you use our partners' sites or apps](#).”

The Center also deploys the Facebook Pixel on this website. The Facebook Pixel may enable Facebook to match website visitors with their Facebook User Accounts. You can find out more about how Facebook uses data from our website by visiting “[What kinds of information do we collect?> information from partners](#)”.

## How We Use This Information

If you choose to provide personal information, The Center uses it to respond to customer service inquiries, improve our website and digital marketing offerings, personalize your experience and inform you about the treatments/services in which you have indicated an interest, and/or administer a survey. These surveys do not ask questions that could personally identify you. We may ask for contact

information to follow-up, but you can decline to provide that information. Information that you provide in a survey may be shared with employees in order to improve our services.

#### Email Information

Please do not provide personal information via email to us unless it is through a secure channel (these will be marked, as secure online forms, for example). Remember that email messages, unless encrypted while in transit, can be viewed by other Internet users. If you have personal information to communicate, please use the appropriate secure online form or contact the necessary party using traditional means such as phone or mail.

If you receive an email that looks like it is from The Center and asks for your personal information, do not respond. This may be a scam or “Phishing” email intended to steal your information. The Center will never request your password, user name, credit card information or other personal information through email.

#### Links to External Websites

These terms and conditions apply only to this website. This website contains links to other websites, within and outside of The Center. Please be aware that this does not apply to those websites. We encourage you to read the terms and conditions and privacy policy on any other websites before providing them with personal information.

#### Medical Information

The website provides general background and educational information. All content found on the website, including: text, images, video, or other formats were created for informational purposes only. The content is not intended to be a substitute for professional medical advice, diagnosis, or treatment. Always seek the advice of your physician or health care provider with any questions you may have regarding a medical condition. Never disregard professional medical advice or delay in seeking it because of something you have read on this website. If you think you may have a medical emergency, call your doctor, go to the emergency department, or call 911 immediately.

Medical information changes constantly. Therefore the information on this website or on the linked websites should not be considered current, complete or exhaustive, nor should you rely on such information to recommend a course of treatment for you or any other individual. Reliance on any information provided on this website or any linked websites is solely at your own risk.

#### Website Accessibility Statement

The Center is committed to making our website accessible to everyone and to delivering a universally accessible user experience. As we strive to meet this goal detailed in the Americans with Disabilities Act (ADA), we realize that all areas of our website are not yet fully accessible. Our ongoing efforts to make improvements include rolling out new and updated features.

We follow the Web Content Accessibility Guidelines (WCAG) to ensure that any new or updated web designs are technically and functionally usable. Defined on three levels— A, AA, and AAA— WCAG specifications allow designers and developers to improve accessibility for people with disabilities. Although our website is partially conformant, our ambition is to fully comply at the highest level.

## Questions

If you have questions about this Agreement, you may contact us at [communityrelations@thecenteroregon.com](mailto:communityrelations@thecenteroregon.com) or (541) 382-3344.

*Last revised January 25, 2022*