New York Oncology Hematology

Website Privacy Policy

Effective Date: November 23, 2026

1. Introduction

This Privacy Policy ("Policy") describes how New York Oncology Hematology (“NYOH,” “Practice,” “we,” “us,” or “our”) collects, uses, discloses, and safeguards personal information through our public website and related online services (collectively, “Website”).

This Policy applies only to information collected through the Website. It is intended to comply with applicable federal and state privacy laws.

This Policy does not replace or modify our HIPAA Notice of Privacy Practices (“NPP”), which governs how we use and disclose protected health information (“PHI”) in connection with the medical care we provide. A copy of our NPP is available at our offices and on our Website.

2. About This Practice

NYOH is a practice providing community-based cancer care and blood disorder services. This Privacy Policy applies solely to personal information collected through this Website. The Website is operated and maintained by the Practice or its authorized website service provider. We are the data controller responsible for personal information collected through this Website.

3. Scope and HIPAA Clarification

This Policy applies only to personal information collected through our Website. It does not govern information collected in connection with the delivery of medical care, which is regulated by HIPAA and our NPP.

Information submitted through the Website — such as appointment requests or contact inquiries — may become protected health information once it is associated with an individual receiving medical services. At that point, it is governed by HIPAA and our NPP rather than this Policy.

We do not intentionally collect PHI through the Website except through secure, designated channels. Appointment request forms and patient communication portals use encrypted connections where commercially reasonable and supported by our service providers. Users are encouraged not to submit sensitive health information through general contact forms or unencrypted email, as we cannot guarantee the security of information transmitted through those channels.

4. Personal Information We Collect

In the preceding twelve (12) months, we have collected the categories of personal information described in this section. The specific categories applicable to your website depend on its functionality and must be verified with your website vendor before publication.

We may collect the following categories of personal information:

- Identifiers, including name, email address, phone number, and IP address
- Internet or other electronic network activity, including pages visited, referring URLs, and device or browser type
- General geolocation data derived from IP address
- Communications and inquiries submitted through contact or appointment request forms

We do not knowingly collect or process sensitive personal information for purposes of targeted advertising, profiling with legal or similarly significant effects, or secondary commercial purposes. We do not use or disclose sensitive personal information for purposes other than those permitted by applicable law.

5. Sources of Personal Information

We collect personal information:

- Directly from you when you submit a form, make an inquiry, or request an appointment through the Website
- Automatically through cookies, pixels, and similar technologies as you interact with the Website
- From service providers and third parties that support website functionality, analytics, security, and performance

6. How We Use Personal Information

We collect and process personal data that is reasonably necessary and proportionate to achieve the purposes for which it was collected, consistent with applicable law. We do not process personal data for purposes that are incompatible with those disclosed in this Policy without obtaining appropriate consent where required.

We use personal information to:

- Respond to inquiries and appointment requests
- Operate, maintain, and improve our Website
- Communicate with you regarding our services or practice
- Protect the security and integrity of our systems
- To improve our marketing and promotional efforts
- Comply with legal and regulatory obligations
- Support business operations, including in the event of a corporate transaction
- For any other purpose identified in an applicable privacy notice, click-through agreement, or other agreement between you and us

We may also deidentify any personal information we collect about you. When we do so, we take reasonable measures to ensure that the information cannot be associated with a consumer or household, and we maintain and use the information in deidentified form. We will not attempt to reidentify the information, except that we may attempt to reidentify the information solely for the purpose of determining whether our deidentification processes satisfy applicable legal requirements. After it has been deidentified, the information is no longer personal information and is not subject to this Policy.

7. Cookies and Tracking Technologies

We use cookies, pixels, web beacons, and similar tracking technologies to operate and secure the Website, analyze usage trends, and improve user experience. These technologies may collect information including IP address, device information, browser type, pages visited, time spent on pages, and referring URLs.

Some tracking technologies deployed on this Website may constitute "targeted advertising" or "sharing" under applicable state privacy laws. Where required by law, we honor universal opt-out preference signals, including Global Privacy Control (GPC).

Analytics and performance tools may be provided by third-parties as well as service providers operating under contractual safeguards.

We do not permit third-party advertising networks to collect protected health information through the Website. Users may manage cookie preferences through our cookie consent management tool where required by law, or by adjusting browser settings. Disabling certain cookies may affect Website functionality.

8. Disclosure of Personal Information

We may disclose personal information to:

- Service providers performing functions on our behalf, including website hosting, analytics, and IT security
- Third parties, such as marketing and analytics providers, for purposes including targeted advertising
- Professional advisors, including legal and accounting professionals, under duties of confidentiality
- Government authorities or law enforcement when required by applicable law
- Successors in interest in the event of a merger, acquisition, or reorganization

Certain disclosures to analytics providers or service providers may constitute a "sale" or "sharing" under applicable state privacy laws.

9. Data Retention

We retain personal information only for as long as reasonably necessary to fulfill the purposes described in this Policy, including complying with legal obligations, resolving disputes,

enforcing agreements, and maintaining security. Retention periods are determined based on the nature of the information, the purposes for processing, applicable legal requirements, and operational necessity.

10. Data Security

We maintain reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, or destruction. No method of transmission over the internet or electronic storage is completely secure; we cannot guarantee absolute security.

11. Your Privacy Rights

Depending on your state of residence, you may have the following rights regarding personal information we have collected about you through the Website:

- Right to know and confirm whether we are processing your personal information
- Right to access a copy of personal information we hold about you
- Right to correct inaccuracies in your personal information
- Right to delete personal information we have collected about you
- Right to data portability (to receive a copy in a portable format)
- Right to opt out of the sale of your personal information or its use for targeted advertising

To submit a privacy rights request, please contact us using the information in Section 16. We may require verification of your identity before processing your request. We will respond to requests as required by applicable law.

12. Children's Privacy

Our Website is not directed to children under the age of 13, and we do not knowingly collect personal information from children under 13. We do not sell the personal information of individuals we know or have reason to know are under 18 years of age. If you believe we have inadvertently collected personal information from a child, please contact us using the information in Section 16 and we will take steps to delete it.

13. Third-Party Links

Our Website may contain links to third-party websites or services that are not operated by us. We are not responsible for the privacy practices or content of those external sites. We encourage you to review the privacy policy of any third-party site you visit.

14. Sensitive Data and Profiling

We do not process sensitive personal information for purposes of profiling in furtherance of decisions that produce legal or similarly significant effects on consumers. We do not use sensitive personal information for targeted advertising or for purposes beyond what is strictly necessary to deliver services requested by the consumer, consistent with the requirements of applicable state privacy laws.

15. Changes to This Policy

This Policy is reviewed regularly and updated as necessary to reflect changes in legal requirements, technology, and our data practices. Material changes will be posted on the Website with a revised effective date. We encourage you to review this Policy periodically. Continued use of the Website after changes are posted constitutes acceptance of the updated Policy.

16. Contact Information

If you have questions about this Policy, wish to exercise your privacy rights, or have concerns about our privacy practices, please contact us:

New York Oncology Hematology
NYOH Privacy Officer
449 Route 146, Suite 101
Clifton Park, NY 12065
Phone: (518) 373-3940

For information regarding your health information and your rights under HIPAA, please refer to our Notice of Privacy Practices, available at our offices and on our Website.