

Keffer Development Services, LLC Privacy Policy

Last updated: July 2, 2024

Keffer Development Services, LLC. (“KDS”) is committed to maintaining the security and privacy of

personal information collected through this website, www.atsusers.com (the “Website”), the KDS electronic health record (the “EMR”) and the various KDS portals (the “Athlete Portals”). This Privacy Policy discloses KDS’ information collection and dissemination practices in connection with the Website, the EMR and the Athlete Portals and applies solely to the information that we collect through those means. This Privacy Policy does not address personal information that you provide to us in other contexts (e.g., through another relationship not expressly described in this Privacy Policy).

The Electronic Health Record

KDS provides the web-based Clinical EMR to customers who enter into an Athletic Trainer System Agreement (“Customers”), who then authorize Clinical EMR users, including athletic trainers, coaches, physicians, physician assistants, nurse practitioners and non-physician staff members (“Authorized Users”). Customers and Authorized Users are responsible for determining uses and disclosures of patient medical information maintained in the Clinical EMR, in accordance with their legal and professional responsibilities as health care professionals and state and federal medical privacy laws, including the federal Health Insurance Portability and Accountability Act (“HIPAA”). To the extent that KDS receives or maintains patient medical information in the course of providing the Clinical EMR, that information is secured, used and disclosed only in accordance with KDS’ legal obligations as a “business associate” under HIPAA.

The ATS Athlete Portal & ATS Athlete Smartphone

KDS Customers may choose to make the ATS Athlete Portal and/or ATS Athlete Smartphone available to patients to enable certain interactions between the Customer, Authorized Users and patients, including scheduling appointments, discussing medical treatment, sending medication prescription-related messages, and enabling patient viewing of a portion of the Clinical EMR. Customers are solely responsible for the content of the patient’s medical record maintained in the Clinical EMR and determining the portion of the Clinical EMR that may be viewed by the patient through the Patient Portal.

KDS may utilize patient medical information on a limited basis as necessary to provide the Patient Portal services, including the following uses and disclosures:

- Unless the patient is self-registering basic demographics including an email address and login/password are required to be stored in the Clinical EMR before an invitation can be sent to the patient to open a Patient Portal account.
- When an online form or similar function is complete by the patient through the ATS Athlete Portal or ATS Athlete Smartphone, a notice may be generated for Authorized Users.

Cookies

Cookies are pieces of information that a website transfers to a user's computer for purposes of storing information about a user's preferences. Cookies in and of themselves do not personally identify users, although they do identify a user's computer. Many websites use cookies as a standard practice to provide useful features when a user visits the website and most web browsers are set up to accept cookies. KDS uses cookies to improve your online experience when visiting the Website. You can set your browser to refuse cookies, but some portions of the Website may not work properly if you refuse cookies. Some of the Website's web pages may use web beacons in conjunction with cookies to compile aggregate statistics about website usage.

Security

KDS understands that storing our data in a secure manner is essential. KDS stores PII, PHI and other data using industry-standard physical, technical and administrative safeguards to secure data against foreseeable risks, such as unauthorized use, access, disclosure, destruction or modification. Please note, however, that while KDS has endeavored to create a secure and reliable website for users, the confidentiality of any communication or material transmitted to/from the Website or via e-mail cannot be guaranteed.

Personal Information Provided by You

Except as described in this Privacy Policy, KDS only collects your personally identifiable information ("PII") and Protected Health Information ("PHI") through this Website when you choose to provide such information, such as when you use the "Contact Us" feature or submit a job application. PII can include your name, date of birth and zip code. KDS uses your PII to address your requests for information, products or services. KDS will not sell, rent, license, or trade your PII with third parties for their own direct marketing use unless we receive your express consent to do so. Unless you give us permission to do so, KDS will not share your PII other than as specified in this Privacy Policy

Disclosures to Third Parties Assisting In Our Operations

KDS may share your PII under confidentiality agreements with other companies that work with, or on behalf of, KDS to provide products and services. These companies, which may include members of KDS' corporate family, may use your PII to assist KDS in its operations. However, these companies do not have any independent right to share this information.

Disclosures Under Special Circumstances

We may provide information about you to respond to subpoenas, court orders, legal process or governmental regulations, or to establish or exercise our legal rights or defend against legal claims. We believe it is necessary to share information in order to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, or as otherwise required by law.

Business Transfers

We may share your PII with other business entities, in connection with the sale, assignment, merger or other transfer of all or a portion of KDS' business to such business entity. We will require any such successor business entity to honor the terms of this Privacy Policy.

Changes to this Privacy Policy

We may update Our Privacy Policy from time to time.

Contact Us

If you have any questions about this Privacy Policy, You can contact us:

- By email: security@kefferdevelopment.com