

# Privacy Policy of meridiansurgery.com

Welcome to the privacy policy of meridiansurgery.com. This policy will help you understand what data we collect, why we collect it, and what your rights are in relation to it.

Latest update: March 03, 2025

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## Owner and Data Controller

4220 Bull Creek Road,  
Austin, TX 78731

**Owner contact email:** [compliance-solutions@firm-media.com](mailto:compliance-solutions@firm-media.com)

## Type of Data we collect

Among the types of Personal Data that this Website collects, by itself or through third parties, there are:

- session duration
- clicks
- device information
- mouse movements
- interaction events
- Usage Data
- Trackers
- number of Users
- session statistics
- unique device identifiers for advertising (Google Advertiser ID or IDFA, for example)
- IP address
- Data communicated while using the service
- phone number
- page views
- country
- User ID
- purchase history
- referral URL
- operating systems
- browser information
- first name
- last name
- email address
- various types of Data
- scroll-to-page interactions
- metadata

Complete details on each type of Personal Data collected are provided in the dedicated sections of this privacy policy or by specific explanation texts displayed prior to the Data collection.

Personal Data may be freely provided by the User, or, in case of Usage Data, collected automatically when using this Website. Unless specified otherwise, all Data requested by this Website is mandatory and failure to provide this Data may make it impossible for this Website to provide its services. In cases where this Website specifically states that some Data is not

mandatory, Users are free not to communicate this Data without consequences to the availability or the functioning of the Service.

Users who are uncertain about which Personal Data is mandatory are welcome to contact the Owner.

Any use of Cookies – or of other tracking tools — by this Website or by the owners of third-party services used by this Website serves the purpose of providing the Service required by the User, in addition to any other purposes described in the present document and in the Cookie Policy.

Users are responsible for any third-party Personal Data obtained, published or shared through this Website.

## **Mode and place of processing the Data**

### **Methods of processing**

The Owner takes appropriate security measures to prevent unauthorized access, disclosure, modification, or unauthorized destruction of the Data.

The Data processing is carried out using computers and/or IT enabled tools, following organizational procedures and modes strictly related to the purposes indicated. In addition to the Owner, in some cases, the Data may be accessible to certain types of persons in charge, involved with the operation of this Website (administration, sales, marketing, legal, system administration) or external parties (such as third-party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as Data Processors by the Owner. The updated list of these parties may be requested from the Owner at any time.

### **Place**

The Data is processed at the Owner's operating offices and in any other places where the parties involved in the processing are located.

Depending on the User's location, data transfers may involve transferring the User's Data to a country other than their own. To find out more about the place of processing of such transferred Data, Users can check the section containing details about the processing of Personal Data.

### **Retention time**

Unless specified otherwise in this document, Personal Data shall be processed and stored for as long as required by the purpose they have been collected for and may be retained for longer due to applicable legal obligation or based on the Users' consent.

## **The purposes of processing**

The Data concerning the User is collected to allow the Owner to provide its Service, comply with its legal obligations, respond to enforcement requests, protect its rights and interests (or those of its Users or third parties), detect any malicious or fraudulent activity, as well as the following:

- Heat mapping and session recording
- Traffic optimization and distribution
- Tag management
- Analytics
- Collection of privacy-related preferences
- Contacting the User
- Displaying content from external platforms
- Managing contacts and sending messages
- Building and running this Website
- Platform services and hosting
- Advertising
- Hosting and backend infrastructure
- Access to third-party accounts
- Infrastructure monitoring
- Remarketing and behavioral targeting
- Backup saving and management
- Interaction with external social networks and platforms
- Managing data collection and online surveys

## **Facebook permissions asked by this Website**

This Website may ask for some Facebook permissions allowing it to perform actions with the User's Facebook account and to retrieve information, including Personal Data, from it. This service allows this Website to connect with the User's account on the

Facebook social network, provided by Facebook Inc.

For more information about the following permissions, refer to the [Facebook permissions documentation](#) and to the [Facebook privacy policy](#).

The permissions asked are the following:

### **Basic information**

By default, this includes certain User's Data such as id, name, picture, gender, and their locale. Certain connections of the User, such as the Friends, are also available. If the User has made more of their Data public, more information will be available.

### **device information**

#### **Email**

Provides access to the User's primary email address.

#### **Trackers**

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

### **Usage Data**

## **Detailed information on the processing of Personal Data**

### **Access to third-party accounts**

This type of service allows this Website to access Data from your account on a third-party service and perform actions with it. These services are not activated automatically, but require explicit authorization by the User.



#### **Facebook account access**

Company: Meta Platforms, Inc.

Place of processing: United States

Permissions asked: device information +3

### **Advertising**

This type of service allows User Data to be utilized for advertising communication purposes. These communications are displayed in the form of banners and other advertisements on this Website, possibly based on User interests.

This does not mean that all Personal Data are used for this purpose. Information and conditions of use are shown below.

Some of the services listed below may use Trackers to identify Users or they may use the behavioral retargeting technique, i.e. displaying ads tailored to the User's interests and behavior, including those detected outside this Website.

For more information, please check the privacy policies of the relevant services.

Services of this kind usually allow Users to opt out of such tracking. Users may learn how to opt out of interest-based advertising more generally by visiting the relevant opt-out section in this document.



#### **GoDaddy Digital Marketing Suite**

Company: GoDaddy.com, LLC

Place of processing: United States

Personal Data processed: interaction events



### **Meta ads conversion tracking (Meta pixel)**

Company: Meta Platforms, Inc.

Place of processing: United States

Personal Data processed: Trackers +1



### **NextRoll**

Company: NextRoll, Inc.

Place of processing: United States

Personal Data processed: device information +4



### **Google Ads Similar audiences**

Company: Google LLC

Place of processing: United States

Personal Data processed: Trackers +1



### **Google Ads conversion tracking**

Company: Google LLC

Place of processing: United States

Personal Data processed: Trackers +1



### **Google Ads Optimized Targeting**

Company: Google LLC

Place of processing: United States

Personal Data processed: Usage Data

### **Analytics**

The services contained in this section enable the Owner to monitor and analyze web traffic and can be used to keep track of User behavior.



#### **Google Analytics 4**

Company: Google LLC

Place of processing: United States

Personal Data processed: number of Users +3



#### **Google Analytics Demographics and Interests reports**

Company: Google LLC

Place of processing: United States

Personal Data processed: Trackers +1



#### **Google Looker Studio**

Company: Google LLC

Place of processing: United States

Personal Data processed: device information +1



#### **Meta Events Manager**

Company: Meta Platforms, Inc.

Place of processing: United States

Personal Data processed: clicks +7



#### **Google Analytics Advertising Reporting Features**

Company: Google LLC

Place of processing: United States

Personal Data processed: Trackers +2

## Backup saving and management

This type of service allows the Owner to save and manage backups of this Website on external servers managed by the service provider itself. The backups may include the source code and content as well as the data that the User provides to this Website.



### Sectigo CodeGuard

Company: Sectigo Limited

Place of processing: United Kingdom

Personal Data processed: various types of Data

## Building and running this Website

Key components of this Website are built and run directly by the Owner by making use of the software listed below.



### WordPress (self-hosted)

Company: this Website

Personal Data processed: Usage Data

## Collection of privacy-related preferences

This type of service allows this Website to collect and store Users' preferences related to the collection, use, and processing of their personal information, as requested by the applicable privacy legislation.



### iubenda Privacy Controls and Cookie Solution

Company: iubenda srl

Place of processing: Italy

Personal Data processed: IP address +1



### iubenda Consent Database

Company: iubenda srl

Place of processing: Italy

Personal Data processed: Data communicated while using the service +2

## Contacting the User



### **Phone contact**

Personal Data processed: phone number



### **Contact form**

Personal Data processed: email address +4



### **Mailing list or newsletter**

Personal Data processed: email address +2

## **Displaying content from external platforms**

This type of service allows you to view content hosted on external platforms directly from the pages of this Website and interact with them. Such services are often referred to as widgets, which are small elements placed on a website or app. They provide specific information or perform a particular function and often allow for user interaction.

This type of service might still collect web traffic data for the pages where the service is installed, even when Users do not use it.



### **Font Awesome**

Company: Fonticons, Inc.

Place of processing: United States

Personal Data processed: Trackers +1



### **YouTube IFrame Player**

Company: Google LLC

Place of processing: United States

Personal Data processed: Trackers



### **OpenStreetMap widget**

Company: OpenStreetMap Foundation

Place of processing: United Kingdom

Personal Data processed: Trackers +1



### **Google Fonts**

Company: Google LLC

Place of processing: United States

Personal Data processed: Trackers +1



### **YouTube video widget**

Company: Google LLC

Place of processing: United States

Personal Data processed: Trackers +1



### **Google Maps widget**

Company: Google LLC

Place of processing: United States

Personal Data processed: Trackers +1

## **Heat mapping and session recording**

Heat mapping services are used to display the areas of this Website that Users interact with most frequently. This shows where the points of interest are. These services make it possible to monitor and analyze web traffic and keep track of User behavior. Some of these services may record sessions and make them available for later visual playback.



### **Microsoft Clarity**

Company: Microsoft Corporation

Place of processing: United States

Personal Data processed: clicks +4

## **Hosting and backend infrastructure**

This type of service has the purpose of hosting Data and files that enable this Website to run and be distributed or to provide a ready-made infrastructure to run specific features or parts of this Website.

Some services among those listed below, if any, may work through geographically distributed servers, making it difficult to determine the actual location where the Personal Data are stored.



### **Openshift**

Company: Red Hat, Inc.

Place of processing: United States

Personal Data processed: various types of Data as specified in the privacy policy of the service



### **accessiBe accessWidget**

Company: accessiBe Ltd.

Place of processing: Israel

Personal Data processed: browser information +7



### **Amazon Web Services (AWS)**

Company: Amazon Web Services, Inc.

Place of processing: United States

Personal Data processed: various types of Data as specified in the privacy policy of the service



### **Amazon S3**

Company: Amazon Web Services, Inc.

Place of processing: United States

Personal Data processed: Usage Data

### **Infrastructure monitoring**

This type of service allows this Website to monitor the use and behavior of its components so its performance, operation, maintenance and troubleshooting can be improved.

Which Personal Data are processed depends on the characteristics and mode of implementation of these services, whose function is to filter the activities of this Website.





## **Sentry**

Company: Functional Software, Inc.

Place of processing: United States

Personal Data processed: various types of Data as specified in the privacy policy of the service

## **Interaction with external social networks and platforms**

This type of service allows interaction with social networks or other external platforms directly from the pages of this Website. The interaction and information obtained through this Website are always subject to the User's privacy settings for each social network.

This type of service might still collect traffic data for the pages where the service is installed, even when Users do not use it. It is recommended to log out from the respective services in order to make sure that the processed data on this Website isn't being connected back to the User's profile.



## **Facebook Like button and social widgets**

Company: Meta Platforms, Inc.

Place of processing: United States

Personal Data processed: Trackers +1

## **Managing contacts and sending messages**

This type of service makes it possible to manage a database of email contacts, phone contacts or any other contact information to communicate with the User.

These services may also collect data concerning the date and time when the message was viewed by the User, as well as when the User interacted with it, such as by clicking on links included in the message.



## **GoDaddy Professional Email**

Company: GoDaddy.com, LLC

Place of processing: United States

Personal Data processed: Trackers



## **Vertigo Media**

Company: Vertigo Media Group

Place of processing: United States

Personal Data processed: scroll-to-page interactions





## **Sendgrid**

Company: Sendgrid

Place of processing: United States

Personal Data processed: email address +2

## **Managing data collection and online surveys**

This type of service allows this Website to manage the creation, deployment, administration, distribution and analysis of online forms and surveys in order to collect, save and reuse Data from any responding Users.

The Personal Data collected depend on the information asked and provided by the Users in the corresponding online form.

These services may be integrated with a wide range of third-party services to enable the Owner to take subsequent steps with the Data processed - e.g. managing contacts, sending messages, analytics, advertising and payment processing.



## **JotForm**

Company: JotForm Inc.

Place of processing: United States

Personal Data processed: email address +4

## **Platform services and hosting**

These services have the purpose of hosting and running key components of this Website, therefore allowing the provision of this Website from within a unified platform. Such platforms provide a wide range of tools to the Owner – e.g. analytics, user registration, commenting, database management, e-commerce, payment processing – that imply the collection and handling of Personal Data.

Some of these services work through geographically distributed servers, making it difficult to determine the actual location where the Personal Data are stored.



## **GoDaddy Web Hosting**

Company: GoDaddy.com, LLC

Place of processing: United States

Personal Data processed: Trackers

## **Remarketing and behavioral targeting**

This type of service allows this Website and its partners to inform, optimize and serve advertising based on past use of this Website by the User.

This activity is facilitated by tracking Usage Data and by using Trackers to collect information which is then transferred to the partners that manage the remarketing and behavioral targeting activity.

Some services offer a remarketing option based on email address lists.

Services of this kind usually allow Users to opt out of such tracking. Users may learn how to opt out of interest-based advertising more generally by visiting the relevant opt-out section in this document.





### **Facebook Remarketing**

Company: Meta Platforms, Inc.

Place of processing: United States

Personal Data processed: Trackers +1



### **Google Ads Remarketing**

Company: Google LLC

Place of processing: United States

Personal Data processed: Trackers +1



### **Remarketing with Google Analytics**

Company: Google LLC

Place of processing: United States

Personal Data processed: Trackers +1



### **Google Ad Manager Audience Extension**

Company: Google LLC

Place of processing: United States

Personal Data processed: Trackers +1

### **Tag management**

This type of service helps the Owner to manage the tags or scripts needed on this Website in a centralized fashion. This results in the Users' Data flowing through these services, potentially resulting in the retention of this Data.



### **Google Tag Manager**

Company: Google LLC

Place of processing: United States

Personal Data processed: Trackers +1

## Traffic optimization and distribution

This type of service allows this Website to distribute their content using servers located across different countries and to optimize their performance.

Which Personal Data are processed depends on the characteristics and the way these services are implemented. Their function is to filter communications between this Website and the User's browser.

Considering the widespread distribution of this system, it is difficult to determine the locations to which the contents that may contain Personal Information of the User are transferred.



### jsDelivr CDN

Company: Prospect One Sp. z o.o. sp. k.

Place of processing: Poland

Personal Data processed: Usage Data



### Cloudflare

Company: Cloudflare, Inc.

Place of processing: United States

Personal Data processed: Trackers +1



### Bunny CDN

Company: BunnyWay d.o.o.

Place of processing: Slovenia

Personal Data processed: Usage Data



### Smush

Company: Incsub, LLC

Place of processing: United States

Personal Data processed: metadata +1

## Information on opting out of interest-based advertising

In addition to any opt-out feature provided by any of the services listed in this document, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section of the Cookie Policy.

# Cookie Policy

This Website uses Trackers. To learn more, Users may consult the [Cookie Policy](#).

## Further information for Users

This part of the document integrates with and supplements the information contained in the rest of the privacy policy and is provided by the business running this Website and, if the case may be, its parent, subsidiaries and affiliates (for the purposes of this section referred to collectively as “we”, “us”, “our”).

The information contained in this section applies to all Users (Users are referred to below, simply as “you”, “your”, “yours”), who are residents in the following states: **California, Virginia, Colorado, Connecticut, Utah, Texas, Oregon, Nevada, Delaware, Iowa, New Hampshire, New Jersey, Nebraska, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island and Montana.**

For such Users, this information supersedes any other possibly divergent or conflicting provisions contained in the privacy policy. This part of the document uses the term Personal Information.

## Notice at collection

The following Notice at collection provides you with timely notice about the **categories of Personal Information collected or disclosed in the past 12 months** so that you can exercise meaningful control over our use of that Information.

*While such categorization of Personal Information is mainly based on California privacy laws, it can also be helpful for anyone who is not a California resident to get a general idea of what types of Personal Information are collected.*

## Internet or other electronic network activity information

Sold or Shared

Targeted Advertising

**Personal Data processed:** Session duration; Clicks; Device information; Mouse movements + 24

## Personal Information collected or disclosed:

- session duration
- clicks
- device information
- mouse movements
- interaction events
- Usage Data
- Trackers
- number of Users
- session statistics
- unique device identifiers for advertising (Google Advertiser ID or IDFA, for example)
- IP address
- Data communicated while using the service
- page views
- country
- User ID
- purchase history
- various types of Data as specified in the privacy policy of the service
- referral URL
- operating systems
- browser information
- first name
- last name
- phone number
- email address
- Email
- scroll-to-page interactions
- various types of Data
- metadata

## Purposes:

- Heat mapping and session recording
- Traffic optimization and distribution
- Tag management

- Analytics
- Collection of privacy-related preferences
- Displaying content from external platforms
- Managing contacts and sending messages
- Building and running this Website
- Platform services and hosting
- Advertising
- Hosting and backend infrastructure
- Contacting the User
- Access to third-party accounts
- Remarketing and behavioral targeting
- Interaction with external social networks and platforms
- Managing data collection and online surveys

**Retention period:** for the time necessary to fulfill the purpose

**Sold or Shared:** Yes

**Targeted Advertising:** Yes

**Third-parties:** Microsoft Corporation, Prospect One Sp. z o.o. sp. k., Google LLC, iubenda srl, Fonticons, Inc. , GoDaddy.com, LLC, this Website, OpenStreetMap Foundation , Meta Platforms, Inc., NextRoll, Inc., Cloudflare, Inc., accessiBe Ltd., BunnyWay d.o.o., Vertigo Media Group, JotForm Inc., Amazon Web Services, Inc., Sendgrid, Incsub, LLC

## Identifiers

Sold or Shared

Targeted Advertising

**Personal Data processed:** Trackers; Unique device identifiers for advertising (google advertiser id or idfa, for example); Phone number; Usage data + 14

## Personal Information collected or disclosed:

- Trackers
- unique device identifiers for advertising (Google Advertiser ID or IDFA, for example)
- phone number
- Usage Data
- clicks
- page views
- country
- User ID
- IP address
- various types of Data as specified in the privacy policy of the service
- device information
- purchase history
- first name
- last name
- email address
- Email
- various types of Data
- metadata

## Purposes:

- Analytics
- Contacting the User
- Hosting and backend infrastructure
- Advertising
- Traffic optimization and distribution
- Access to third-party accounts
- Infrastructure monitoring
- Backup saving and management
- Managing data collection and online surveys
- Managing contacts and sending messages

**Retention period:** for the time necessary to fulfill the purpose

**Sold or Shared:** Yes

**Targeted Advertising:** Yes

**Third-parties:** Google LLC, Meta Platforms, Inc., Red Hat, Inc., NextRoll, Inc., Cloudflare, Inc., Amazon Web Services, Inc., Functional Software, Inc. , Sectigo Limited, JotForm Inc., Sendgrid, Incsub, LLC

### **Commercial information**

Sold or Shared

Targeted Advertising

**Personal Data processed:** Trackers; Usage data; Device information; Purchase history + 1

### **Personal Information collected or disclosed:**

- Trackers
- Usage Data
- device information
- purchase history
- unique device identifiers for advertising (Google Advertiser ID or IDFA, for example)

### **Purposes:**

- Advertising

**Retention period:** for the time necessary to fulfill the purpose

**Sold or Shared:** Yes

**Targeted Advertising:** Yes

**Third-parties:** NextRoll, Inc.

 You can read the definitions of these concepts inside the [“Definitions and legal references section”](#) of the privacy policy.

**To know more about your rights in particular to opt out of certain processing activities you can refer to the [“Your privacy rights under US state laws”](#) section of our privacy policy.**

For more details on the collection of Personal Information, please read the section [“Detailed information on the processing of Personal Data”](#) of our privacy policy.

We won't process your Information for unexpected purposes, or for purposes that are not reasonably necessary to and compatible with the purposes originally disclosed, without your consent.

### **What are the sources of the Personal Information we collect?**

We collect the above-mentioned categories of Personal Information, either directly or indirectly, from you when you use this Website.

For example, you directly provide your Personal Information when you submit requests via any forms on this Website. You also provide Personal Information indirectly when you navigate this Website, as Personal Information about you is automatically observed and collected.

Finally, we may collect your Personal Information from third parties that work with us in connection with the Service or with the functioning of this Website and features thereof.

### **Your privacy rights under US state laws**

You may exercise certain rights regarding your Personal Information. In particular, to the extent permitted by applicable law, you have:

- **the right to access Personal Information: the right to know.** You have the right to request that we confirm whether or not we are processing your Personal Information. You also have the right to access such Personal Information;
- **the right to correct inaccurate Personal Information.** You have the right to request that we correct any inaccurate Personal Information we maintain about you;
- **the right to request the deletion of your Personal Information.** You have the right to request that we delete any of your Personal Information;

- **the right to obtain a copy of your Personal Information.** We will provide your Personal Information in a portable and usable format that allows you to transfer data easily to another entity – provided that this is technically feasible;
- **the right to opt out from the Sale of your Personal Information;** We will not discriminate against you for exercising your privacy rights.
- **the right to non-discrimination.**

#### **Additional rights for Users residing in California**

In addition to the rights listed above common to all Users in the United States, as a User residing in California, you have:

- **The right to opt out of the Sharing of your Personal Information** for cross-context behavioral advertising;
- **The right to request to limit our use or disclosure of your Sensitive Personal Information** to only that which is necessary to perform the services or provide the goods, as is reasonably expected by an average consumer. Please note that certain exceptions outlined in the law may apply, such as, when the collection and processing of Sensitive Personal Information is necessary to verify or maintain the quality or safety of our service.

#### **Additional rights for Users residing in Virginia, Colorado, Connecticut, Texas, Oregon, Nevada, Delaware, Iowa, New Hampshire, New Jersey, Nebraska, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island and Montana**

In addition to the rights listed above common to all Users in the United States, as a User residing in Virginia, Colorado, Connecticut, Texas, Oregon, Nevada, Delaware, Iowa, New Hampshire, New Jersey, Nebraska, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island and Montana you have

- **The right to opt out of** the processing of your personal information for **Targeted Advertising or profiling** in furtherance of decisions that produce legal or similarly significant effects concerning you;
- **The right to freely give, deny or withdraw your consent for the processing of your Sensitive Personal Information.** Please note that certain exceptions outlined in the law may apply, such as, but not limited to, when the collection and processing of Sensitive Personal Information is necessary for the provision of a product or service specifically requested by the consumer. In Maryland, your Sensitive Personal Information will be collected or processed only if strictly necessary to provide or maintain a specific product or service requested by you.

In Minnesota and Maryland Users also have the right to obtain a list of the specific third parties to which the controller has disclosed the consumer's personal data

\* Note that in some states like Minnesota you have the following specific rights connected to profiling:

- The right to question the results of the profiling;
- The right to be informed of the reason that the profiling resulted in the decision; if feasible
- The right to be informed of what actions the consumer might have taken to secure a different decision and the actions that the consumer might take to secure a different decision in the future;
- The right to review personal data used in the profiling;
- If inaccurate, the right to have the data corrected and the profiling decision reevaluated based on the corrected data;

#### **Additional rights for users residing in Utah and Iowa**

In addition to the rights listed above common to all Users in the United States, as a User residing in Utah and Iowa, you have:

- **The right to opt out of** the processing of your Personal Information for **Targeted Advertising;**
- **The right to opt out of the processing of your Sensitive Personal Information.** Please note that certain exceptions outlined in the law may apply, such as, but not limited to, when the collection and processing of Sensitive Personal Information is necessary for the provision of a product or service specifically requested by the consumer.

#### **How to exercise your privacy rights under US state laws**

To exercise the rights described above, you need to submit your request to us by contacting us via the contact details provided in this document.

For us to respond to your request, we must know who you are. We will not respond to any request if we are unable to verify your identity and therefore confirm the Personal Information in our possession relates to you. You are not required to create an account with us to submit your request. We will use any Personal Information collected from you in connection with the verification of your request solely for verification and shall not further disclose the Personal Information, retain it longer than necessary for purposes of verification, or use it for unrelated purposes.

If you are an adult, you can make a request on behalf of a child under your parental authority.

#### **How to exercise your rights to opt out**

In addition to what is stated above, to exercise your right to opt-out of Sale or Sharing and Targeted Advertising you can also use the privacy choices link provided on this Website.

If you want to submit requests to opt out of Sale or Sharing and Targeted Advertising activities via a user-enabled **global privacy control**, such as for example the Global Privacy Control (“[GPC](#)”), you are free to do so and we will abide by such request in a frictionless manner.

### **How and when we are expected to handle your request**

We will respond to your request without undue delay, but in all cases within the timeframe required by applicable law. Should we need more time, we will explain to you the reasons why, and how much more time we need.

Should we deny your request, we will explain to you the reasons behind our denial (where envisaged by applicable law you may then contact the relevant authority to submit a complaint).

We do not charge a fee to process or respond to your request unless such request is manifestly unfounded or excessive and in all other cases where it is permitted by the applicable law. In such cases, we may charge a reasonable fee or refuse to act on the request. In either case, we will communicate our choices and explain the reasons behind them.

## **Additional information about Data collection and processing**

### **Legal action**

The User's Personal Data may be used for legal purposes by the Owner in Court or in the stages leading to possible legal action arising from improper use of this Website or the related Services.

The User declares to be aware that the Owner may be required to reveal personal data upon request of public authorities.

### **Additional information about User's Personal Data**

In addition to the information contained in this privacy policy, this Website may provide the User with additional and contextual information concerning particular Services or the collection and processing of Personal Data upon request.

### **System logs and maintenance**

For operation and maintenance purposes, this Website and any third-party services may collect files that record interaction with this Website (System logs) or use other Personal Data (such as the IP Address) for this purpose.

### **Information not contained in this policy**

More details concerning the collection or processing of Personal Data may be requested from the Owner at any time. Please see the contact information at the beginning of this document.

### **Changes to this privacy policy**

The Owner reserves the right to make changes to this privacy policy at any time by notifying its Users on this page and possibly within this Website and/or - as far as technically and legally feasible - sending a notice to Users via any contact information available to the Owner. It is strongly recommended to check this page often, referring to the date of the last modification listed at the bottom.

Should the changes affect processing activities performed on the basis of the User's consent, the Owner shall collect new consent from the User, where required.

## **Definitions and legal references**

### **Personal Data (or Data) / Personal Information (or Information)**

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

### **Sensitive Personal Information**

Sensitive Personal Information means any Personal Information that is not publicly available and reveals information considered sensitive according to the applicable privacy law.

## Usage Data

Information collected automatically through this Website (or third-party services employed in this Website), which can include: the IP addresses or domain names of the computers utilized by the Users who use this Website, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

## User

The individual using this Website who, unless otherwise specified, coincides with the Data Subject.

## Data Subject

The natural person to whom the Personal Data refers.

## Data Processor (or Processor)

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

## Data Controller (or Owner)

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of this Website. The Data Controller, unless otherwise specified, is the Owner of this Website.

## This Website (or this Application)

The means by which the Personal Data of the User is collected and processed.

## Service

The service provided by this Website as described in the relative terms (if available) and on this site/application.

## Sale

Sale means any exchange of Personal Information by the Owner to a **third party, for monetary or other valuable consideration**, as defined by the applicable privacy US state law. Please note that the exchange of Personal Information with a service provider pursuant to a written contract that meets the requirements set by the applicable law, does not constitute a Sale of your Personal Information.

## Sharing

Sharing means any sharing, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a consumer's Personal Information by the business to a **third party for cross-context behavioral advertising**, whether for monetary or other valuable consideration, including transactions between a business and a third party for cross-context behavioral advertising for the benefit of a business in which no money is exchanged, as defined by the California privacy laws. Please note that the exchange of Personal Information with a service provider pursuant to a written contract that meets the requirements set by the California privacy laws, does not constitute sharing of your Personal Information.

## Targeted advertising

Targeted advertising means displaying advertisements to a consumer where the advertisement is selected based on Personal Information obtained from that consumer's activities over time and across nonaffiliated websites or online applications to predict such consumer's preferences or interests, as defined by the applicable privacy US state law.

## Cookie

Cookies are Trackers consisting of small sets of data stored in the User's browser.

## Tracker

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

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## Legal information

This privacy policy relates solely to this Website, if not stated otherwise within this document.

## How can we help?

### What you can do

#### Your data

- [Ask us to know and access the information we hold on you](#)
- [Ask us to correct information we hold on you](#)
- [Ask us to be forgotten \(delete the information we hold on you\)](#)
- [Ask to port your data to another service](#)

### In case of issues

While we strive to create a positive user experience, we understand that issues may occasionally arise between us and our users. If this is the case, please feel free to contact us.

[Contact us](#)

## Footer

**meridiansurgery.com**

4220 Bull Creek Road,  
Austin, TX 78731

**Owner contact email:** [compliance-solutions@firm-media.com](mailto:compliance-solutions@firm-media.com)

### Downloadable documents

- [Privacy Policy](#)  
Latest update: March 03, 2025
- [Cookie Policy](#)  
Latest update: March 03, 2025

[iubenda](#) hosts this content and only collects [the Personal Data strictly necessary](#) for it to be provided.