

Privacy Policy

Effective Date January 1, 2026

1. Introduction

Pathology Reference Laboratory, LLC (“Pathology Reference Laboratory”) and its affiliates (collectively “we” or “us”) are committed to protecting and preserving your privacy. This policy, together with our Terms of Use, and any other underlying agreements or terms, sets out the basis on which any data we collect from you, or that you provide to us, will be processed by us. By using our website (“Site”), you are accepting the practices described in this Privacy Policy.

By using this Site and providing your personal information to us through the Site, you consent to the use of the information that you provide to us in accordance with this Privacy Policy. We do update this Privacy Policy from time to time so please review this Privacy Policy regularly. If we materially alter our Privacy Policy, we will let you know of such changes by posting a notice on our Site and/or contacting you at the e-mail address provided to us. Your continued use of the Site will be considered your agreement that your information may be used in accordance with the new policy. If you do not agree with the changes, then you should stop using the Site.

2. What Information We Collect and the Sources of Your Information

We may collect and process the following data about you in the following ways and from the following sources:

- **Details of Your Visits and Use of Our Site.** We may collect details of your visits to the Site and the resources that you access, including, but not limited to, traffic data, location data, weblogs, and other communication data, including your IP address, timing, and content of what you viewed. Some parts of the Site use cookies and other tracking technologies to collect this information about your general internet usage. See section below “How We Use Cookies and Other Tracking Technologies” to learn more.
- **Information You Provide Directly to Us.** We may collect information that you voluntarily provide to us by contacting us or paying a bill through the Site. The information we may collect includes, but is not limited to, your name, email address, telephone number, message content, payment information and/or account information. We do not process your credit/debit card information; we use a third-party payment processor to process your payment. We do not store or maintain your credit/debit card number, expiration date or security code. However, we do store details related to the type of credit/debit card used, the date of purchase and the amount of the purchase.

- **Search Bar Data Collection.** When you use the search bar on our Site, we may collect information related to your search queries, including the terms you enter and your interactions with search results. This information may be used to improve our Site, analyze trends, and enhance your experience. We may also share search-related information with third-party service providers who assist us in processing and analyzing search queries or in delivering relevant content or advertisements. These third parties are required to handle your information in accordance with applicable privacy laws and our instructions. By using the search bar, you acknowledge and agree to this collection and sharing of information as described above. If you have any questions or concerns, please contact us.
- **Information from Third Parties.** We may also collect information about you from ad networks, internet service providers, data analytics providers, operating system platforms, and social networks.
- **Information provided to us when you communicate with us for any reason.**

By submitting a telephone number or other contact information to Pathology Reference Laboratory, you agree that Pathology Reference Laboratory, and/or a representative acting on its behalf, can contact you at the telephone number you provide, potentially using automated technology (including texts/SMS messaging) or a pre-recorded message. Your consent is not an obligation to receive our products and/or services.

Certain information you submit through the Site may constitute “protected health information” (“PHI”) and is protected by and regulated under the Health Insurance Portability and Accountability Act of 1996 and its implementing regulations (“HIPAA”). To the extent we receive or maintain PHI through the Site, our use and disclosure of that PHI will be governed by HIPAA and our Notice of Privacy Practices, and not by this Privacy Policy.

3. How We Use and Disclose Your Information

This Section describes how we use and disclose information generally. However, to the extent we maintain PHI, our use and disclosure of PHI is governed by HIPAA and our Notice of Privacy Practices.

The information that we collect and store relating to you is primarily used to enable us to provide services to you in the best possible manner. In addition, we may use the information for the following purposes:

- To provide you with information relating to our services.
- To fulfill or meet the reason you supplied the information to us.
- To send marketing communications (e.g., through email or text).

- To fulfill a legal requirement or respond to law enforcement requests, or as otherwise required by applicable law, court order or governmental regulations.
- To identify potential fraud or illegal activities.
- To third party service providers to facilitate our services to you (e.g., payment processing, order fulfillment, customer service, auditing, and/or other administrative services).
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our Site users is among the assets transferred.
- To any affiliated business entities.

We may anonymize personal information or aggregate it so that it will no longer be considered personal information, which we may use and disclose for any purpose in accordance with applicable law(s), as the anonymized and/or aggregated data no longer contains identifiable information about you.

We will not use your personal information for purposes other than as expressly stated herein or as otherwise allowed by applicable law. We will not use personal information for materially different, unrelated, or incompatible purposes without updating this Privacy Policy.

Where we disclose personal information for a purpose set forth herein, we may enter into a contract with the third party that describes the purpose and requires the third-party recipient to both keep that personal information confidential and not use it for any purpose except performing the contract.

4. How Long Do We Keep Your Personal Information

We keep personal information for as long as it is needed based on the purpose(s) for which it was collected within the bounds of the applicable law(s) and regulation(s). We may keep your personal information for as long as you have a registered account on our Site. It may also be necessary for us to keep your information due to a legal obligation.

5. How We Use Cookies and Other Tracking Technologies. Cookies are small text files placed on your device when you visit our Site. Our Site uses cookies and other tracking technologies to enhance your experience, and to analyze the Site's functionality and performance. **By continuing to browse the Site, you are agreeing to our use of cookies and other tracking technologies, which may include data exchange and/or disclosure with third parties.**

We use the following types of cookies and trackers:

- **Strictly necessary cookies.** These are cookies that are needed for the operation of our Site. They include, for example, cookies that enable you to log into secure areas of our Site or make a purchase on our Site.
- **Analytical/performance cookies.** These are cookies that allow us to recognize and count the number of visitors to our Site and to see how visitors move around our Site when they are using it. This helps us to improve the way our Site works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are cookies used to recognize you when you return to our Site. This enables us to personalize our content for you and remember your preferences.

Third Party Service Providers. The Site works with third-party products and/or services (“Service Providers”) to offer and present our Site to you. These Service Providers may include, but are not limited to, Google, Facebook, and other Service Providers who help us track and analyze our Site user activity, measure the effectiveness of our advertising efforts, and support the optimization of our digital marketing campaigns and carry out targeted advertising campaigns.

Our Service Providers may get more information about your activity on our Site, including pages you visit, access times, visit duration, how you arrived at our Site and your IP address. An IP address is a number that identifies a device connected to the internet. For most devices, the IP address changes on at least a weekly basis. Our Service Providers may also get device identifiers and specific information about the browser you use. In some cases, this information may be unique to you. We may share and/or sell your information collected from you on the Site with third party vendors, advertising companies, or analytics providers including, but not limited to, Google and Facebook. The Site also participates in targeted advertising wherein it contracts with Service Providers to collect certain information when you visit the Site to provide measurement services to the Site and target ads to Site users, such as Google Tag. These companies use information collected from the Site (e.g., click stream information, browser type, time and date, subject of advertisements clicked or scrolled over, hardware or software information, cookie and session ID) and personal information (e.g., IP address) during your visits to this Site and other websites in order to tailor advertisements about goods and services to you. These Service Providers typically use a cookie, third party web beacon, or other similar tracking technologies to collect this information. The Site also works with third parties that collect information across various channels including, but not limited to, computers, mobile devices, and other connected devices, over time, for advertising, analytics, attribution, and reporting purposes. Your data may be transferred outside the country from which it was originally collected. Our Site provides you with the option to opt out of targeted advertising via its cookie preferences. To learn more about this type of advertising or to opt-out of this type of advertising, click [here](#).

For more information about how targeted advertising works, you can visit the Network Advertising Initiative’s (“NAI”) educational website [here](#).

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

How do you change your cookie settings?

Most internet browsers accept cookies by default, but you can change your browser preferences to block or restrict cookies if you do not want your web browsing activity tracked. Please note that some cookies are necessary for our Site to run and, as such, cannot be declined. If you choose, you may use the [Digital Advertising Alliance \(DAA\) WebChoices Tool](#) to globally opt out of third-party tracking via website cookies. There are also a variety of other tools publicly available to manage cookies and similar technologies that collect information related to your use of our Site. To learn more about cookies and modifying your browser settings related to these cookies you can review guidance from the [Federal Trade Commission](#).

We are not responsible for the effectiveness or compliance of third-party opt-out mechanisms or programs. Please note that if you remove your cookies or upgrade your browser after having opted out, you will need to opt out again. Your opt out is specific to the browser you are using and the device you use to access the Site. Therefore, if you use multiple browsers or devices you will need to opt out on each browser or device. You can access the information on our Site without enabling cookies in your browser, but disabling cookies may result in a diminished ability to take advantage of the services and related informational content on our Site.

Opt-Out Signals

We will comply with opt out preference signals (OOPS) that inform us that you don't want your personal information to be sold or used for targeted advertising, if the signal is sent from a platform or mechanism, such as Global Privacy Control, that enables us to accurately determine whether you are a resident of a state with an applicable privacy law regarding OOPS. You can learn how to enable Global Privacy Control [here](#).

If your OOPS conflicts with your previously given privacy choice or your voluntary participation in any of our loyalty rewards or discount programs, as applicable, we will still comply with the opt out preference signal. We may notify you of the conflicting signals and ask you to confirm your choice with the understanding that it will affect your previously given privacy choice or participation in our loyalty rewards or discount programs.

6. Third Party Websites and Hyperlinks

By accessing third party websites through our Site, you are consenting to the terms and privacy policies of those websites. We do not accept any responsibility or liability for their policies whatsoever as we have no control over them.

7. Security

To secure your information, we have put in place commercially reasonable physical, electronic, and managerial procedures to safeguard and secure the information we collect on our Site. Nonetheless, the transmission of information via the internet is not completely secure and therefore we cannot guarantee the security of data sent to us electronically, and the transmission of such data is therefore entirely at your own risk.

8. Users Age

Our Site is designed and intended only for those who have reached the legal age of majority (18 years of age). By using this Site, you affirm that you are at least 18 years of age or older. We are not liable for any damages that may result from any user's misrepresentations of age. No one under the age of 13 is authorized to use our Site or share any information with us, including personal information. Under no circumstances may anyone under age 13 use the Site. Parents or legal guardians of children under 13 cannot agree to these terms on their behalf.

9. Opt-Out of Marketing Emails and/or SMS Text Messaging You may opt out of receiving marketing-related emails from us by following the instructions in any marketing or promotional email you receive (e.g., clicking on the 'unsubscribe' button in the footer of the email). As applicable, if you no longer want to receive marketing SMS/text messages from us, you may opt out by replying to the SMS/text message with "STOP".

10. California Shine the Light Law

California law permits residents of California to request notice of how their personal information is shared with third parties for direct marketing purposes. If you are a California resident and would like a copy of this notice, please submit a written request to the contact address in the "Contact Us" section below.

11. Accessibility Statement. We are committed to making sure that our Site is accessible to everyone. To access this Privacy Policy in an alternative form, please call us at (210) 892-3799 or email us at compliance@pathreflab.com. For more information, please see our Accessibility Statement [here](#).

12. Questions or Complaints About Your Data or This Privacy Policy? We understand data privacy is important. If you still have questions or complaints after reviewing our Privacy Policy, please reach out to us at compliance@pathreflab.com, or call us at (210) 892-3799 and we will be happy to look into any questions, concerns or complaints that you have regarding your data privacy rights, or this Site's Privacy Policy.

13. Our Contact Information

Pathology Reference Laboratory, LLC
9600 Datapoint Dr.
San Antonio, TX 78229
(210) 892-3799
compliance@pathreflab.com