

**Holly Tree Holdings, Inc.** is committed to protect and respect your personal data privacy, in accordance with Republic Act No. 10173, also known as the “Data Privacy Act of 2012” (“**Data Privacy Act**”), its Implementing Rules and Regulations, and other relevant policies, including the issuances of the National Privacy Commission.

This Privacy Policy Notice (“**Privacy Policy Notice**”) is for the guidance of our clients and users of our website (“**Data Subject**”), from whom personal information may be collected, and the security measures undertaken to ensure the protection of your personal information, as well as your guide in exercising your rights under the Data Privacy Act.

1. Service Description.

Please see <https://www.practo.com/taguig/clinic/cenia-acevedo-clinic-fort-bonifacio>.

2. Scope of the Privacy Policy Notice.

This Privacy Policy Notice applies to the Personal Information Collected at the Vivacite Center for Scientific Wellness, and through the website, and our other social media accounts (“**Online Sites**”).

3. Consent.

3.1. By availing of our services and the use of our Online Sites, you agree to the collection of your Personal Information, as defined in this Privacy Policy Notice, for the purposes of data collection that are also provided in this Privacy Policy Notice.

3.2. Additionally, by availing of our services and use of our Online Sites, you agree to our use of “cookies”, aimed to improve our services further.

4. Personal Information Collected.

4.1. The following information may be collected from you (“**Personal Information**”) prior to, in the course of, or by reason of the availment of our services, and may be documented, used, and stored to ensure the highest possible quality of patient care and offered services. The information may include, but is not limited to, the following:

4.1.1.1. Personal Information, such as your full name, home addresses, email address, employment information, phone numbers, and billing and receipt of payment for services rendered;

4.1.1.2. Sensitive Information, such as your age, gender, nationality, civil status, and health or medical information; and

4.1.1.3. Financial Details, such as your bank account, and credit or debit card information, which information shall have been provided to us in the course of your payment for the products and services availed of.

4.2. The Data Subject is responsible for ensuring that the Personal Information provided to us are accurate, complete, and updated.

## 5. Collection of Personal Data.

We collect your Personal Information on the following occasions:

- 5.1. When you fill-out electronic or paper-based forms prior to availment of our services;
- 5.2. When you access our Online Sites;
- 5.3. When you submit a query using the Contact Form found in our Online Sites;
- 5.4. When you avail of our products and services; and
- 5.5. When you communicate with us by letter, telephone, SMS, email or other electronic means.

## 6. Purposes of Data Collection.

6.1. We collect your Personal Information for the following reasons:

- 6.1.1. to perform the medical treatment/service availed of;
- 6.1.2. to contact you about the services you will avail of from us;
- 6.1.3. to process your payment; and
- 6.1.4. to conduct marketing activities including sending of emails and text messages, and to conduct market research for the purpose of improving our products and services.

6.2. Your consent will be obtained should your Personal Information be processed other than the purposes mentioned above.

## 7. Data Retention Policy.

We will only retain your Personal Information for as long as law either requires us or as is relevant for the purposes for which it was collected. At the expiration of such period, we will cease to retain such Personal Information or remove the means by which the data can be associated with you.

## 8. Personal Data Sharing Policy.

- 8.1. There will be instances where we will share your Personal Information without your consent, such as to the pertinent government agencies (i.e. Department of Health) in compliance with applicable laws, or when lawfully ordered to do so by a court or a government agency or public authority.
- 8.2. In accordance with Section 6.2, we may provide your Personal Information to accredited, affiliated third parties with your consent, as may be necessary for the proper execution of processes related to the purposes declared in this Privacy Policy Notice.

## 9. Security.

We guarantee that only authorized personnel have access to your Personal Information. In addition, we guarantee that the appropriate physical, technical and organizational security measures have been set up in order to protect your Personal Information from unauthorized access, use, processing, and disclosure.

## 10. Accessing Your Personal Information.

You may access your Personal Information in order for you to update and/or correct it by sending us a written request, provided such access is to the extent allowable by applicable laws and without detriment to the privacy of other individuals.

## 11. Your Rights as Data Subject.

In accordance with the Data Privacy Act, you have the following rights:

- 11.1. Right to be informed that your Personal Information will be, are being, or have been collected and processed;
- 11.2. Right to be informed, prior to its collection or at the next possible opportunity:
  - 11.2.1. description of the Personal Information to be entered into the system;
  - 11.2.2. purpose of the collection and processing of the Personal Information;
  - 11.2.3. scope and method of the Personal Information processing;
  - 11.2.4. the recipients or classes of recipients to whom the Personal Information will be disclosed;
  - 11.2.5. methods utilized for automated access, if the same is allowed by the data subject, and the extent to which such access is authorized;
  - 11.2.6. the identity of the designated person, otherwise known as the Data Privacy Officer, who will handle or process the Personal Information
  - 11.2.7. the period for which the information will be stored; and

11.2.8. the existence of these rights herein enumerated, as well as the right to lodge a complaint before the National Privacy Commission;

- 11.3. Right to have access, upon demand, to the following:
  - 11.3.1. contents of your Personal Information that were processed;
  - 11.3.2. sources from which the Personal Information were obtained;
  - 11.3.3. names and addresses of recipients of the Personal Information;
  - 11.3.4. manner by which such data were processed;
  - 11.3.5. reasons for the disclosure of the personal information to recipients;
  - 11.3.6. information on automated processes where the data will or likely to be made as the sole basis for any decision significantly affecting or will affect the data subject;
  - 11.3.7. date when the Personal Information concerning the data subject were last accessed and modified; and
  - 11.3.8. the designation, or name or identity and address of the Data Privacy Officer;
- 11.4. Right to dispute the inaccuracy or error in the Personal Information collected and demand its correction;
- 11.5. Right to object to the collection and processing of Personal Information that was unlawfully obtained without your consent;
- 11.6. Right to suspend, withdraw or order the blocking, removal or destruction of your Personal Information from the Data Privacy Officer's filing system upon discovery and substantial proof that the Personal Information are incomplete, outdated, false, unlawfully obtained, used for unauthorized purposes or are no longer necessary for the purposes for which they were collected;
- 11.7. Right to file a complaint with the National Privacy Commission, in instances where your Personal Information has been misused, maliciously disclosed, improperly disposed of, or that any of your data privacy rights have been violated;
- 11.8. Right to be indemnified for any damages sustained due to such inaccurate, incomplete, outdated, and false unlawfully obtained or unauthorized use of Personal Information; and
- 11.9. Right to data portability, which allows you to obtain and electronically move, copy or transfer your data in a secure manner, for further use.

## 12. Inquiries and Complaints Procedure.

- 12.1. If you wish to access, update, or correct your Personal Information, or in case of complaints or questions, you may contact Dr. Cenia Lucas-Acevedo at [clacevedovivacite@gmail.com](mailto:clacevedovivacite@gmail.com).

12.2. In case we are unable to address your concern, you have the right to file a complaint before the National Privacy Commission.

13. Changes to this Statement and Privacy Policy Notice.

We reserve the right to change our practices regarding the collection and processing of Personal Information, as well as other terms stated in this Privacy Policy Notice. We will post and inform the public of these changes, should there be any. Your continued use of our Online Sites and availment of our products and services signify your consent to and acceptance of these changes.