



PracticeAdmin, LLC

Cookie Policy

We are PracticeAdmin. Formally, we are PracticeAdmin, LLC ("PracticeAdmin", "we", "us" and "our"). Among other things, we work with physicians, practice managers, and billing companies to increase their efficiency through our billing and practice management solutions. As part of this effort, we provide our services online, including via the PracticeAdmin platform (the "PracticeAdmin Platform") and the website at <https://www.practiceadmin.com> (the "PracticeAdmin Site"), as well as our occasional newsletter (collectively, the "Services").

Each person or entity who uses our Services is referred to as a "user" or "you" or "your". If you subscribe to any of our Services, we will refer to you as a "registered user". If you don't register with us, we will refer to you as an "unregistered user". This Cookie Policy, our Privacy Statement and our Terms of Service (collectively, "Policy Documents") apply to each user. Any terms not defined in this document will have the meaning given to them in our Policy Documents or applicable law.

Our Use of Device Identifiers, including Cookies

- **Device Identifiers:** When you use the Services, we may access, collect, monitor, store on your device, or remotely store one or more "device identifiers." Device identifiers are small data files or similar data structures stored on or associated with your computer, phone or other device, which uniquely identifies your device. A device identifier may be data stored in connection with the device hardware, data stored in connection with the device's operating system or other software, or data sent to the device by PracticeAdmin. A device identifier may deliver information to us or to a third-party partner about how you browse and use the Services and may help us or others provide reports or personalized Content and ads. Some features of the Services may not function properly if use or availability of device identifiers is impaired or disabled.
- **Cookies.**
 - General. Cookies are unique identifiers that we transfer to your device to enable our systems to recognize your device and to provide features and remember your personalization choices. We use cookies to make it easier to access and use our Services. Cookies are also used to display particular Content and to set session identifiers for visitors who voluntarily join user areas.
 - Advertising. If your device permits analytics and advertising cookies, these identifiers can then be used to create a profile of your interests, which allows advertisers to display targeted ads that are more likely to be of interest to the individual. They are also used to limit the number of times an ad is shown and

to help measure the effectiveness of advertising campaigns. Targeting cookies can also be used for retargeting, where ads for previously viewed products or services follow the user across different websites. The purpose of targeting cookies is to improve the effectiveness of online advertising by showing users ads that are more aligned with their preferences and interests.

- **Analytics.** We may use third-party analytics tools to help us measure traffic and usage trends and other Non-Personal Data (as that term is defined in our Privacy Statement) for the Services. These tools collect information sent by your device or our Services, including the web pages you visit, add-ons, and other information that assists us in improving our Services. We collect and combine this analytics information with analytics information from other users so that it cannot be used to identify any particular individual user. One of the analytics tools we use is Google Analytics. For more information and steps you can take to control the collection and use of your data, see the “Controlling the Collection and Use of Your Data” section below.
- **Use of Session Replay Tools.** We (or our third-party vendors on our behalf) may collect certain categories of personal information from you when you interact with our Services through the use of session replay tools. Session replay is a tool that recreates your sessions from our websites or applications (including visual elements), giving us (or our third-party vendors on our behalf) a better understanding of how you interact with our Services to help maximize the customer’s experience. Session replay tools that we may utilize include, but are not limited to, video-like playback, error tracking integration, application performance monitoring (APM) integration, real user monitoring (RUM) session timeline, and speed controls. Depending on your interaction with our website (for example, chat functionality, submitting a “Contact Us” form, or other interaction), the categories of personal information we may also capture include, but are not limited to, name, phone number, email, mailing address, and other identifiers that you may provide. By interacting with our Services, you are consenting to us (or our third-party vendors on our behalf) capturing any interactions and any information (including personal information) you provide.
- **Metadata.** Metadata is usually technical data that is associated with other data, including User Content. For example, metadata can describe how, when and by whom an item of User Content was collected and how that User Content is formatted. PracticeAdmin may collect and store metadata, including about each user’s public posts on the Services.
- **Controlling the Collection and Use of Your Data.**
 - Cookies. The help feature on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons, by changing the add-on’s settings or visiting the website of its manufacturer.

Because cookies allow you to take advantage of some of the Services' essential features, we recommend that you leave them turned on.

- Global Privacy Control / Do not Track.
 - GPC: We honor general opt-out preference signals on users' devices, such as Global Privacy Control (GPC). Several state privacy laws require that online platforms implement a "universal opt-out signal" such as GPC. More information about GPC is available at <https://globalprivacycontrol.org/>.
 - DNT: The "Do Not Track" setting has been found to enable the fingerprinting of user devices, and companies have generally moved away from this standard. Therefore, we do not honor the "Do Not Track" setting on users' devices.
 - Google. For more information on how to control Google's collection and use of your data, please visit Google's page, "[How Google uses information from sites or apps that use our services](#)". Google also provides an opt-out plugin for web browsers, located at: <https://tools.google.com/dlpage/gaoptout/>.
 - Other Options to Limit Personalized Advertising. The Network Advertising Initiative (NAI) and the Digital Advertising Alliance (DAA) each enable you to opt-out of receiving personalized advertising in the future from their member organizations. NAI's opt-out page is located at: <https://thenai.org/opt-out/>. DAA's opt-out page is located at: <https://optout.aboutads.info/>.
- **Privacy Rights of California Residents.** For information on your rights under California law, please see our Privacy Statement.

Contact Us

If you have questions or concerns about this Cookie Policy, please contact us online at legal@practiceadmin.com, or by postal mail addressed to:

Attn: Privacy, PracticeAdmin, LLC, 222 West Main Street, Belleville, IL 62220, USA.

Revision Date and History

This Cookie Policy was last revised: January 23, 2026.

Prior versions are listed below:

- May 1, 2023.