



## **Customer Website Privacy Policies Terms / Digital Media Purchases for Customers Terms / Customer Website Accessibility and Compliance Terms**

In addition to any other terms and conditions of Customer's Agreement with Gray Digital Group, these terms shall apply.

### **Customer Website Privacy Policies:**

- Customer is responsible for providing up-to-date privacy and data disclosure policies on their website.
- Gray Digital Group does not provide legal service or give legal advice to Customer regarding privacy and data disclosures.
- It is the Customer's responsibility to have their legal department/attorney review any information provided by Gray Digital Group and Customer acknowledges that they accept this responsibility.
- Additionally, Gray Digital Group does not make determinations of what information should be considered PHI (Protected Health Information). Customer must alert Gray Digital Group of any information or instances where they deem information to be PHI/protected.

### **Gray Digital Group Digital Media Purchases on Customer's Behalf:**

- Customer acknowledges that each media platform has a different policy on how they use data.
- Customer is aware and accepts each individual platform's use of cookies and other data collection means used to target audiences.
- Customer is responsible for then updating their privacy policies and publicly disclosing that information to their site visitors.
- Customer acknowledges that different jurisdictions (California, EU, etc) MAY have different regulations regarding data collection, disclosures and related. Customer acknowledges that they are solely responsible for following these regulations.

### **Customer Website Accessibility and Compliance:**

- It is the Customer's responsibility to inform Gray Digital Group if the Customer desires or the law requires Customer's website or the work Gray Digital Group produces to be accessible to users with disabilities, or to meet other compliance standards.
- Accessibility or compliance work is billed at Gray Digital Group's hourly rates and is considered an expansion of the scope of work in all instances.
- It is the Customer's responsibility to inform Gray Digital Group of specific compliance requirements for Customer's website (or associated data) to meet compliance requirements of any kind for any entity, organization or regulatory body (such as but not limited to HIPAA, FERPA, GDPR, CalOPPA, Privacy Policies, ADA, WCAG, Section 508, Cookies Policies, etc.)
- **GRAY DIGITAL GROUP, HOWEVER, DOES NOT GUARANTEE TO MEET ANY COMPLIANCE FOR ACCESSIBILITY OR ANY OTHER GUIDELINES OR REQUIREMENTS, EVEN IF CUSTOMER REQUESTED THIS WORK, SINCE GUIDELINES AND REQUIREMENTS CAN CHANGE AND GRAY DIGITAL GROUP IS NOT A LEGAL OR COMPLIANCE AUTHORITY.** Customer acknowledges it is the responsibility of the Customer and Customer's legal representative to review Gray Digital Group's work to ensure that it meets any requirements requested by Customer or required by law.

### **Protected Health Information (PHI) Responsibility**

- Customer acknowledges and agrees that Gray Digital Group does not host, process, store, manage, or otherwise maintain any Protected Health Information ("PHI"), as defined under the Health Insurance Portability and Accountability Act of 1996 ("HIPAA"), on Client's website or related digital properties.
- Customer further acknowledges that it is solely responsible for ensuring that no PHI is collected, transmitted, or stored through its website, contact forms, or other online tools, unless Client has implemented appropriate HIPAA-compliant systems and agreements independent of Gray Digital Group's services.
- Gray Digital Group expressly disclaims any responsibility or liability for the security, handling, or compliance of any PHI that may be submitted or maintained on Client's website, whether intentionally or inadvertently. Client agrees to indemnify and hold Gray Digital Group harmless from any claims, damages, or liabilities arising out of or related to the collection, storage, or disclosure of PHI through Client's website or associated systems.