

Privacy Policy

Last Updated: June 2026

Princeton Nassau Pediatrics ("PNP," "we," "our," or "us") is committed to protecting the privacy and security of visitors to our website. This Privacy Policy describes how we collect, use, disclose, and safeguard information obtained through our website.

This Privacy Policy applies to information collected through this website and does not replace or modify any separate HIPAA Notice of Privacy Practices provided by Princeton Nassau Pediatrics.

Information We Collect

Information You Voluntarily Provide

We may collect information that you voluntarily submit through our website, including:

- Name
- Email address
- Phone number
- Information submitted through contact forms
- Appointment request information
- Other information you choose to provide when communicating with us

Information Collected Automatically

When you visit our website, certain information may be collected automatically, including:

- IP address
- Browser type and version
- Device type
- Operating system
- Referring website
- Pages viewed
- Time and date of visit
- Website interactions and usage information

This information helps us understand how visitors use our website and improve the user experience.

Cookies and Similar Technologies

Our website may use cookies, pixels, tags, scripts, and similar technologies to support website functionality, analyze website traffic, and improve our services.

These technologies may collect information about your interactions with the website, including pages visited, navigation patterns, and device information.

Where required by applicable law, visitors will be provided with the ability to accept, reject, or manage certain categories of cookies and tracking technologies through our cookie consent tools.

You may also manage cookies through your browser settings.

Analytics and Advertising Technologies

We may use third-party technologies to help us understand website performance and improve our marketing efforts.

These technologies may include:

- Google Analytics
- Google Ads
- Google Tag Manager
- Meta (Facebook and Instagram) advertising technologies
- Other website performance and analytics tools

These services may collect information such as IP address, browser information, pages viewed, and interactions with our website.

We do not intentionally disclose protected health information to advertising platforms for marketing purposes.

How We Use Information

We may use information collected through the website to:

- Respond to inquiries and requests
- Schedule or facilitate appointments
- Improve website functionality and user experience
- Analyze website performance and usage trends
- Maintain website security
- Measure the effectiveness of advertising and marketing campaigns
- Comply with legal and regulatory obligations

Information Sharing

Information submitted through this website is treated as confidential.

It is our policy not to sell, rent, or otherwise disclose personal information provided through this website to third parties except:

- As necessary to respond to inquiries or process requests submitted by you;
- As required by law, regulation, court order, or legal process; or
- As necessary to protect the rights, safety, security, or operations of Princeton Nassau Pediatrics.

Certain website technologies and service providers may process technical website usage information on our behalf in connection with website hosting, security, analytics, and website functionality. Such providers are authorized to use information only as necessary to perform these services.

Third-Party Websites and Services

Our website may contain links to third-party websites, patient portals, payment providers, scheduling systems, or other external services.

These third parties maintain their own privacy practices and policies. We are not responsible for the privacy practices or content of third-party websites or services.

We encourage visitors to review the privacy policies of any third-party websites they visit.

Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect information collected through our website.

However, no method of internet transmission or electronic storage can be guaranteed to be completely secure, and we cannot guarantee absolute security.

Children's Privacy

Our website is intended for use by parents, guardians, and caregivers. We do not knowingly collect personal information directly from children under the age of 13 through this website without appropriate parental involvement.

California Privacy Rights

Residents of certain states, including California, may have additional privacy rights under applicable law.

Depending on your jurisdiction, you may have rights regarding access to, correction of, deletion of, or information about personal information collected through the website.

To submit a privacy-related request, please contact us using the information below.

Do Not Track

Some web browsers offer a "Do Not Track" setting. Because there is currently no universally accepted standard for responding to these signals, our website may not respond to Do Not Track requests.

Stock Photography Notice

Certain photographs used on this website depict professional models and are provided through licensed stock photography services. The individuals shown are not actual patients of Princeton Nassau Pediatrics and are not affiliated with Princeton Nassau Pediatrics.

These images are used for illustrative purposes only and should not be interpreted as endorsements of Princeton Nassau Pediatrics, its providers, services, or programs.

Princeton Nassau Pediatrics has obtained the rights to use these images pursuant to applicable licensing agreements. Any resemblance to actual patients is purely coincidental.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any updates will be posted on this page along with the revised effective date.

Contact Us

If you have questions regarding this Privacy Policy or our privacy practices, please contact:

Princeton Nassau Pediatrics

301 North Harrison Street

Princeton, NJ 08540

Phone: (609) 924-5510