

BizMed Privacy and Security Policy

Date Last Revised: **October 26, 2013**

At BizMed, our most important asset is our relationship with you.

BizMed is committed to maintaining the confidentiality, integrity and security of any personal information about our users. This Privacy and Security Policy explains how we protect personal information provided through our website www.bizmedtoolbox.com (the “Site”) and how we use that information in connection with our service offered through the Site (the “Service”). “Personal information” for purposes of this Policy means information that identifies you, such as your name, your practice name, address, phone number, fax number or email address.

1. Your Privacy is not for sale

Simply put, we do not and will not sell or rent your personal information to anyone, for any reason, at any time. BizMed uses and discloses your personal information only as follows:

- to analyze site usage and improve the Service;
- to deliver to you any administrative notices and communications relevant to your use of the Service;
- to fulfill your requests for certain products and services;
- for market research, project planning, troubleshooting problems, detecting and protecting against error, fraud or other criminal activity;
- to third-party contractors that provide services to BizMed and are bound by these same privacy restrictions;
- to enforce BizMed’s End User License Agreement; and
- as otherwise set forth in this Privacy and Security Policy.

2. We limit the collection and use of personal information

The BizMed Toolbox and other features of the Site or the Service may require registration, which involves provision to BizMed of a name, telephone number, email address, and practice information (collectively the “Registration Information”). In order to benefit from the full functionality of the Service, you also must provide your practice name, address, professional credentials and Registration Information for other staff at your practice (collectively the “Account Information”).

BizMed may make anonymous or aggregate personal information and disclose such data only in a non-personally identifiable manner to:

- Advertisers and other third parties for their marketing and promotional purposes, such as the number of users who clicked on a particular Advertising Offer;
- Organizations approved by BizMed that conduct research into medical practice; and
- Users of the Service for purposes of comparison of their practice situation relative to the broader community.

Such information does not identify you or your practice individually. Access to your Registration Information, Account Information and any other personal information you provide is strictly restricted and used in accordance with specific internal procedures and safeguard governing access, in order to operate, develop or improve the Service. The individuals performing these functions have been selected in accordance with our security policies and practices and are bound by confidentiality obligations. They

may be subject to discipline, including termination and criminal prosecution, if they fail to meet these obligations. We may also use third party vendors or service providers to help us provide the Service to you, such as sending e-mail messages on our behalf or hosting and operating a particular feature or functionality of the Service. Our contracts with these third parties outline the appropriate use and handling of your information and prohibit them from using any of your personal information for purposes unrelated to the product or service they're providing. We require such third parties to maintain the confidentiality of the information we provide to them.

3. Changes to your Registration Information

If your Registration Information changes during your subscription to BizMed, you may update it any time via the Service.

4. Online session information and use is only used to improve your experience

When you visit the BizMed Toolbox, we may collect technical and navigational information, such as computer browser type, Internet protocol address, pages visited, and average time spent on our Site. This information may be used, for example, to alert you to software compatibility issues, or it may be analyzed to improve our Web design and functionality.

“Cookies” are alphanumeric identifiers in the form of text files that are inserted and stored by your Web browser on your computer’s hard drive. BizMed may set and access cookies on your computer to track and store preferential information about you. BizMed uses cookies to help customize your experience on the Site and maintain your signed-on status as you navigate through the Site. Please note that most Internet browsers will allow you to stop cookies from being stored on your computer and to delete cookies stored on your computer. If you choose to eliminate cookies, the full functionality of the Service may be impaired for you.

5. Third parties offering other products or services will not be given your personal information without your permission

There are a number of separate products and services offered by third parties advertised by us on our Site and through the Service, (collectively, “Advertising Offers”). If you choose to use these separate products or services, disclose information to the providers, or grant them permission to collect information about you, then their use of your information is governed by their privacy policies. You should evaluate the practices of external services providers before deciding to use their services. BizMed is not responsible for their privacy practices. If you click on a link to a third party site, BizMed encourages you to check the privacy policy of that site. BizMed may present links in a format that enables us to keep track of whether these links have been followed and whether any action has been taken on a third party Web site. We use this information to improve the quality of the Advertising Offers and customized content on the Service.

7. Contests, Giveaways and Surveys

From time to time, BizMed may offer you the opportunity to participate in contests, giveaways and other promotions. Any information submitted in connection with such activities will be treated in accordance with this Privacy and Security Policy, except as specifically set forth in the rules for those contests, giveaways or promotions. From time to time, BizMed may also ask you to participate in surveys designed to help BizMed improve the Site. Any personal information provided to BizMed in connection with any survey will be used only in relation to that survey and as elsewhere set forth in this Policy.

8. Disclosure of your information to protect our rights or if required by law

Notwithstanding the foregoing, BizMed reserves the right (and you authorize BizMed) to share or disclose your personal information when BizMed determines, in its sole discretion, that the disclosure of such information is necessary or appropriate:

- To enforce our rights against you or in connection with a breach by you of this Privacy and Security Policy or the BizMed Toolbox End User License Agreement;
- To prevent prohibited or illegal activities; or
- When required by any applicable law, rule, regulation, subpoena or other legal process.

10. You can transport or delete your data

Your data is yours. You can remove it anytime you want. When you request us to delete your account for the Service, your data will be permanently expunged from our primary production servers and further access to your account will not be possible. However, portions of your data, consisting of aggregate data derived from your Account Information, may remain on our production servers indefinitely. Your data may also remain on a backup server or media. BizMed keeps these backups to ensure our continued ability to provide the Service to you in the event of malfunction or damage to our primary production servers. We also reserve the right to use any aggregated or anonymous data derived from or incorporating your personal information.

14. You are responsible for maintaining the confidentiality of your Login ID and Password

We maintain strict rules to help prevent others from guessing your password. We also recommend that you change your password periodically. You are responsible for maintaining the security of your User Name and Password. You may not provide these credentials to any third party. If you believe that they have been stolen or been made known to others, you must contact us immediately at security@bizmedsolutions.com, but in any event you should change your password immediately via the Service. We are not responsible if someone else accesses your account through Registration Information they have obtained from you or through a violation by you of this Privacy and Security Policy or the BizMed Toolbox End User License Agreement.

If you have a security related concern, please contact us at security@bizmedsolutions.com. We will work closely with you to ensure a rapid and personal response to your concerns.

15. We post updates on our website whenever there is a change to our Privacy and Security Policy

We update this Privacy & Security Policy periodically. The date last revised appears at the top of the Policy. Changes take effect immediately upon posting.

16. Contact us if you have any questions or concerns

If you have questions, comments, concerns or feedback regarding this Privacy and Security Policy or any other privacy or security concern, send an e-mail to security@bizmedsolutions.com