

Your Privacy Rights: Institute of Urgent Care Medicine, LLC Privacy Policy

Updated January 2018

Welcome and Introduction

Welcome to the Institute of Urgent Care Medicine, LLC (including our divisions and affiliates, “we” or “us”) website. The following provisions apply to your use of this website and the data collection and privacy practices of the website. Please take a moment to review this policy carefully. If you choose to visit this site, the personal data you provide or which is collected as a result of your visit is subject to these policies, including application of the law of Ohio. Your personal data will be processed and stored under the responsibility of Institute of Urgent Care Medicine, LLC. Your visit or submission of information to us through this website, our customer service department, or purchase by other means signifies that you fully accept the terms, conditions, and practices of this policy.

For questions or requests regarding this Privacy Policy, we can be reached via email at info@urgentcareCME.com or by telephone at (844) 814-9135. Our postal address is 8777 Velocity Drive, Machesney Park, Illinois 61115.

The Information We Collect

Non-Personal Information. We may collect the domain name of your Internet service provider, usage statistics and other non-personal data about your visit to our site but this information is not linked to your personally identifiable information.

Personal Information. We collect personally identifiable information (“Personal Information”) that you submit to us such as your name, mailing address, email address, telephone number, fax number, credit card or other payment information, age, birthdate, login name and password. We may collect Personal Information from you when you visit our website, request information about our products or services, make purchases or request downloads or free materials, submit surveys, contact our customer service department (or other departments) or otherwise submit information to us. We also collect aggregate information on what pages visitors access or visit using cookies and information volunteered by you, such as

survey information and/or site registrations. We may also obtain information about you from other sources, such as companies that update and verify email and physical addresses, for the purpose of updating and enhancing our files. Access to certain areas of our site and certain functions, such as purchasing products, may be limited to those visitors who provide us with required Personal Information.

How We Use the Information We Collect

We may use the information we collect, including IP addresses, to:

- Develop, enforce and perform a purchase and sale contract of products you have purchased or downloaded from this website;
- Analyze trends and use of content on our site;
- Administer our site;
- Contact you in response to your contact;
- Provide order status or feedback request from you;
- Provide services or products or complete transactions that you request;
- Analyze and improve our site's content and functionality for each visitor;
- Allow access to limited entry areas of the website;
- Track user movements and interaction with content on our site;
- Gather broad demographic information for use on an aggregated basis; and
- Notify visitors about updates to our website, Terms of Use; Privacy Policy and product offerings.

If you supply us with your postal address and opt in to receive such information, you may receive periodic mailings from us with information on new products and services. Visitors who supply us with their telephone numbers and opt in to receive calls may receive telephone contact from us with information regarding new products and services.

Visitors who supply us with their email address may receive email from us with information regarding new products and services. Additionally, we may share Personal Information with our business partners to facilitate our provision of goods or services requested by the visitor and, if you opt in, we may share your Personal Information with affiliates, strategic partners, agents, third party marketers or other parties who are offering products or services that we believe may be of service or interest to you, or who may contact you with an offer or advertisement, or they may use such information for research or business purposes (such as analyzing usage data of our website), or other purposes as may be disclosed to you.

Disclosure of Personal Information

To help us provide you with superior service, timely completion of purchases and returns, as well as accurate shipments, we may share certain information relating to you within the Institute of Urgent Care Medicine, LLC. corporate family of entities. We may also share certain Personal Information with strategic, co-branded, or joint partners and with third party processors and vendors, as necessary, to process your orders or requests and otherwise administer the account (however, we will only share credit or debit card information as required to effectively process your credit or debit card payment), or to analyze trends and use of our website. These entities help us provide many important services to you, such as extending credit, fulfilling and shipping orders, providing customer service and performing customer satisfaction surveys. We also may share information with third parties to verify information collected from you in order to protect against potential fraud, and we may receive Personal Information about you from these parties. Your election to opt-out of the data sharing in the section entitled “How to Opt Out of Future Communications” is not an opt-out for the data sharing described in this paragraph.

On occasion, we may be (or have a good faith belief that we are) required by law or litigation to disclose Personal Information pertaining to you. We may also disclose such information if we determine that for national security, law enforcement, or other issues of public importance or safety, disclosure is necessary. At times, we may share Personal Information in aggregate, anonymized so that no one individual can be identified.

We may also transfer Personal Information to a third party as a result of a sale or acquisition, merger, or bankruptcy involving us.

If you choose to provide us with personally identifiable information, we may transfer that information to our affiliates and subsidiaries or to other third parties, across borders, and from your country or jurisdiction to other countries or jurisdictions around the world. If you are visiting from the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that you are transferring your personally identifiable information to the United States which does not have the same data protection laws as the EU and by providing your personally identifiable information you consent to (a) the use of your personally identifiable information for the uses identified above in accordance with this Privacy Policy; and (b) the transfer of your personally identifiable information to the United States as indicated above.

Independent Contractors

From time to time, we may use certain independent contractors and other third parties to operate components of our site, fulfill orders, or assist us in operating or improving our site. In this capacity, we may allow these independent contractors and third parties to collect the information described in this Privacy Policy for us.

How to Opt Out of Future Communications

If you would like to opt-out of receiving marketing communications from us or our partners in the future, please let us know by visiting us at www.urgentcareCME.com/unsubscribe.cfm. (Unsubscribe links are also included at the bottom of marketing and promotional emails.) Please note: unsubscribing from marketing and promotional communications will not prevent us from sending you communications about items, products, or services that you have previously purchased (such as information about product upgrades or recalls) or to inform you about other issues relating to our existing relationship with you, including but not limited to, confirming an order, updating you on order status, and informing you about changes to this Privacy Policy.

Accessing or Correcting Your Information

Upon request we provide site visitors with access to all Personal Information, including proprietary information, which we maintain about them. Visitors can access this information through their account, if applicable, or by sending an email to us at the above address. In order to allow access to or change any Personal Information or in order to respond to a request from you to delete your Personal Information, we may require additional information to confirm the identity of the visitor requesting access or an amendment.

Cookies

“Cookies” are alphanumeric identifiers that we transfer to your computer’s hard drive through your web browser. They enable our systems to recognize you through your browser, when you log on, and to provide you certain personalized features, including the storage of items in your shopping cart in between visits.

Like most other companies that engage in online commerce, we use “cookies” and other technologies to identify which parts of our website are the most popular, how easily our website is navigated, and how much time our customers spend in each

section. This is standard practice with many similar companies, and it helps us structure our website to meet your unique needs and make our website friendlier. Among other uses, cookies also help us customize your experience with us, by enabling us to remember what products you may have looked at previously, identify who you are so that we can customize a greeting for you, and so we can personalize our other, sometimes unrelated, interactions with you. You may, of course, choose to disable the cookies, but, if you do, certain functions or areas of our website will become unavailable to you as a result.

Some of our email or electronic communications to you may include a “click-through URL” linked to a particular page on our website. By clicking on one of these URLs, you will automatically enter our website. Our systems track this information to gauge the effectiveness of our email communications and your level of interest in particular areas. You may avoid having this information collected by avoiding clicking on URL links in our communications. Please note, that we will NEVER send you an email with an embedded link that asks for your password or any financial or account information; passwords are for your protection. If you EVER receive such an email, please contact us immediately using the contact information provided above.

We also use pixel tags to identify what pages of our website are visited most frequently and to evaluate the effectiveness of the search functions on our website.

Do Not Track

This website does not respond to Do Not Track signals.

Ad Servers

We may have relationships with ad server companies. If you click on those ads, you may be taken to a third party website. We have no responsibility for or control over the content of any third party sites, the third party ads provided on our site, or the privacy policies that control third party sites and ads. You click on those ads at your own risk.

Security

When we transfer and receive certain types of financial information such as credit card numbers during the order checkout process, we redirect visitors to a secure

server. Institute of Urgent Care Medicine, LLC follows Payment Card Industry (PCI) standards in the handling of your credit card information.

We use Secure Sockets Layer (SSL) encryption on all website pages where Personal Information appears or is collected. If you wish to make a purchase from our website, you must use an SSL-enabled browser (for example, Firefox, Internet Explorer, or Safari). We use 128bit encryption in our SSL sessions to protect personal customer information, including credit card information transmitted to our website for making purchases.

For Institute of Urgent Care Medicine, LLC website to which you have an account login and password, you can help us protect your Personal Information by keeping your account password confidential at all times and by not sharing it with any other person. You should also change your password frequently and be sure to use a combination of letters and numbers.

Unfortunately, no security system can be guaranteed to be 100% secure. Accordingly, we cannot guarantee the security of your information and cannot assume liability for improper access to it. By using any service we provide, including our website and user interfaces, or providing information to us through any means, you agree that we can communicate with you electronically regarding security, privacy, and administrative issues relating to your use of any such service or our website.

Information You Make Publicly Available

You should be aware that information (including your name, email address, address, or phone number) provided by you in a posting on the website or any public page, bulletin board or social media site or function is available (even after you stop participating on the website) to any other individual who has access to that same website and may be used by another individual in a manner unintended by you, including as a target for unsolicited communications. You should therefore treat any information provided by you in the content of a submission or post to the website as public information. For this reason, we urge you to act cautiously in providing any such information in your submissions or posts, as we are not liable for any use or misuse by an individual user of the information you provide in a submission or post.

Children's Privacy

Our site is not directed to children under the age of 13 and Institute of Urgent Care Medicine, LLC does not knowingly collect or maintain information on children under the age of 13. If you are under the age of 13, please do not submit Personal Information to us. If you are the parent or guardian of a child age 13 or under who has provided us with Personal Information and you would like that information removed, please contact us at the address or email address provided above.

Changes to Privacy Policy

Institute of Urgent Care Medicine, LLC reserves the right to change the content of its website and of this Privacy Policy at any time and at its sole discretion. For example, from time to time, we may use customer information for new, unanticipated uses not disclosed in our previous Privacy Policy notices. We will provide notice of changes to our Privacy Policy, but please check these policies frequently for changes. A visitor is bound by any changes to the policy when you visit or use our site after those changes have been posted. Unless stated otherwise, these policies apply to any information provided by you and stored in our records.

Visitors From Outside of the United States

This Privacy Policy applies to all visitors in the United States and to visitors from outside the United States to the extent allowed by applicable law. This site and the servers upon which it is hosted are located in the United States. All matters and material related to this site are governed by the laws of the State of Ohio in the United States. Any personal data that visitors outside of the United States provide via this site will be transferred to the United States, and by visiting this site and submitting personal data, you authorize this transfer and submit to Ohio jurisdiction.

Third Party Sites

This Privacy Policy applies only to this website. Other websites we own and websites owned or operated by third parties may contain different privacy policies and practices. This Privacy Policy does not apply to any other person, entity, organization, or website to or from which the website links or is linked. Visitors are strongly encouraged to read and regularly review posted privacy policies on all websites, whether or not owned by us or affiliated with the site.

Content Submitted by California Minors

If you are under the age of 18 and reside in California, you may request that we remove or make anonymous any content you have posted to our website. Please contact us at the email address provided above with the phrase “Privacy Rights for California Minors in the Digital World Request” in the subject line and body of your email. We may decide at our discretion whether to remove the requested content or allow it to remain on our website but remove all indications of the individual who posted it.

Governing Law

The law governing this website and any disputes arising out of a visit to this website, including privacy, shall be governed by Ohio law.

Effective Date

The Privacy Policy posted on this website was updated on January, 2018.