

Privacy Policy

1. Overview of our On-Line Privacy Policy

This Privacy Policy details how Point of Care Network (“POCN”) uses and protects any information that you give when you use this website. POCN is committed to ensuring that your privacy is protected. Please note that this policy applies only to personal information collected through the website by us or third parties acting on our behalf. This Privacy Policy may change from time to time and your continued use of this Site is deemed to be acceptance of such changes, so please check here periodically for updates.

Remember, if you use the Site or register with or provide any Personal Information to the Site, you agree to these terms. If you have questions or concerns regarding this Policy, you should contact us by sending an email to info@pointofcarenetwork.com

We respect your privacy and are committed to protecting it through our compliance with this Privacy Policy. For purposes of this Privacy Policy, each of the terms “we,” “us,” or “our,” means Point of Care Network, LLC, a New Jersey limited liability company. This website and the term this “Site,” means, collectively, this website and portions of other Web pages and Web content through which you have accessed this Privacy Policy page.

Your use of this Site is subject to this Privacy Policy and the Terms of Use. This Privacy Policy (together with any other documents referred to in this Privacy Policy) describes information that we collect from you or that you provide on this Site and how that information may be used and disclosed by us.

Please read this Privacy Policy and the Terms of Use carefully to understand our policies and practices regarding your personal information and how we will treat it. By accessing, using or submitting information to this Site, you agree to this Privacy Policy and our Terms of Use.

2. Information Collection, Use and Sharing

Information You Actively Submit. We collect certain types of personal information when you interact with our Services, such as when you:

- Register for an account on any opportunity, service or update your profile information;
- Participate in a medical education program;
- Respond to an online survey;
- Submit comments, reviews, or other user-generated content on our opportunities or services pages
- Request customer or technical support from us; or
- Otherwise submit personal information to us via the opportunities or services

The personal information we collect includes your name, email address, mailing address, telephone number, certain information related to your profession (e.g., specialty, education, hospital affiliation, etc.)

and any other personal information that you actively submit to us. In each such instance, you will know what personal information we collect, because you actively submit it. We endeavor to clearly label which information is required and which information is optional in all cases. If you are unable or choose not to provide us with the personal information we reasonably require, we may be unable to provide you with the information or services you have requested.

Information Passively Submitted. When you use our Services, we may also passively track information about your computer, device or Internet connection, such as the IP address of your computer and/or Internet service provider, the date and time you access our website, the Internet address of websites from which you come to our websites, the type of device you are using to access the Service, the Web browser and operating system you are using, and your movements and interactions on our Services. This data is generated and collected automatically, as part of the standard operation of the Services. Unless you also actively submit personal information to us, any information that is passively submitted typically does not allow us to identify you personally.

We may share information about your engagement with any of our services including receipt and/or action with our emails, activity on our sites including content and/or advertisements viewed and actions taken or personal information otherwise provided by you.

We may invite you to participate in industry-sponsored programs which present you with sponsor-selected materials to provide clinical information about medical conditions, options for treatment and recommended products. Your invitation will use the Personal Information that you have provided or that we have obtained from third parties, and non-personally identifiable information which we gather from your site visits by the use of cookies or other tracking technologies. Sponsor programs will be affiliated with your area of specialty and any specific interests you have shared with us. Not everyone will qualify for an invitation to participate; conversely you may be invited to register or participate in more than one program. POCN will provide information, personally identified information or in aggregated form, about your participation in specific programs to the program sponsor or their representatives. This helps our industry sponsors to improve clinical education and information and communicate with you in a more targeted way. If you interact with any of our sponsors directly, their Privacy Policy and practices will apply.

We will share your Personal Information with our third party suppliers who need to process your data to deliver the services you have requested or consented to receive. These suppliers are required under contract not to use Personal Information supplied by us other than to provide the services requested by us and to guarantee to our satisfaction that they have sufficient processes in place to ensure the security of your data whilst it is in their care. You expressly consent to the sharing of your Personal Information with our contractors and third party service supplies for the purpose of providing services to you.

We are the sole owners of the information collected on this Site. We only have access to/collect information that you voluntarily give us via email or other direct contact from you. We will not sell or rent this information to anyone. We will use your information to respond to you, regarding the reason you contacted us. We will not share your information with any third party outside of our organization, other than as necessary to fulfill your request, e.g. to ship an order. Unless you ask us not to, we may contact you via email in the future to tell you about specials, new products or services, or changes to this privacy policy.

3. The Information We Collect About You

Personal Identifiable Information

In this Privacy Policy, “personally identifiable information” means information that identifies a particular individual, such as an individual’s name, postal address, e-mail address, and phone

number. Personally identifiable information does not include screen names or user names that you may provide to us or through this Site.

We may collect personally identifiable information from you, when you:

- Fill out forms or fields on this Site;
- Request products or services on or from this Site;
- Communicate with us or request information about us, this site and our opportunities and services, whether via email or other means;
- Participate in online surveys;
- Participate in any of our marketing initiatives, including, contests, events, or promotions; and
- Participate in forums or provide user generated content or submissions.

We may also collect personally identifiable information about you from third parties such as forums, instant messaging services, blogs, other users of our products and services and our business partners.

If you use any functionality on this Site allowing you to send content to a friend, then please be aware that: (a) we may display your email address to your friend; and (b) we may use information you provide about your friend to facilitate the communication and as otherwise set forth in this Privacy Policy.

Personal Information from Other Sources

We may receive Personal Information about you from other sources with which you have registered, companies who we have partnered with (collectively, "Partners") or other third parties. We may associate this information with the other Personal Information we have collected about you.

Publicly Available Information. Where permitted by applicable law, we may also collect information about your specialty, hospital, group practice affiliation and academic or scientific publications from public resources.

Cookies Tags & Pixels. To enhance your online experience with us, we may use cookies. Cookies are text files placed on your hard disk by our web server to store your preferences. Cookies, by themselves, do not reveal your email address or other Personal Information unless you choose to provide this information to us. However, once you choose to provide the Personal Information, this information may be linked to the data stored in the cookie. We use cookies as a convenient feature to save you time, to understand how our Site is used, to improve the content and offerings on our Site. For example, we may use cookies to personalize your experience at our web pages or recall your specific information on subsequent visits. We also may use cookies to offer you products, programs or services within the Site and on other sites you visit on the internet. You can opt to have your browser reject cookies. If you do that, you may need to re-register with us every time you visit our Site in order to participate in certain promotions and programs. You should also know that companies that may advertise on our Site (and their agents) might use their own cookies. This Policy does not cover how these companies use their cookies. Third party vendors, including but not limited to Google and Yahoo, may use cookies to serve ads based on user's prior visits to our website. Users may opt out of Google's use of cookies by visiting the [Google advertising opt-out page](#).

Like many websites, POCN may also use beacons, also known as pixels tags, to improve our understanding of site traffic, visitor behavior, and response to promotional campaigns, as a supplement to our server logs and other methods of traffic and response measurement. Pixel tags are sometimes used in conjunction with small Javascript-based applications, also for the purpose of traffic measurement. We may also implement pixel tags provided by other companies, for the same purpose. You can disable pixel tags by changing your browser settings to omit images and disable Javascript; or there are commercial software packages available that can omit pixel tags and most advertisements.

Use of Data collected

We use personal information that we collect about you through the Services to:

- Provide services requested by you;
- Provide customer support (including, responding to your requests), troubleshoot and resolve problems and disputes;
- Contact you to verify the information you provide to us;
- Understand and anticipate your needs and preferences;
- Ensure this Site is of interest to you (including, customization of advertising and content) and help us better understand your use of this Site;
- Protect the security and integrity of this Site;
- Conduct internal reviews of this Site and administer this Site's systems;
- Comply with, monitor compliance with and enforce this Privacy Policy, our Terms of Use and any other applicable agreements and policies;
- Develop, enhance and market our products and services or the products and services of third parties;
- Provide you with promotional materials, offers and personalized information;
- Manage our business and operations;
- Meet legal and regulatory requirements;
- Provide administrative communications to you;
- Use user-generated content as permitted in our Terms of Use; and
- For other purposes as may be disclosed when you provide personally identifiable information or in this Privacy Policy.

To the extent permitted by applicable law, including in accordance with your consent where required by applicable law, we also use your personal information for the following purposes:

- Invite you to participate in offline or online medical education programs, job alerts and various partner programs, by e-mail. If you do not wish to receive such e-mails, you may opt out by following the opt-out instructions included in such e-mails. We may also invite you via postal mail.
- Send you newsletters including the relevant medical news, alerts and CE/CME opportunities in your field of interest and job alerts. If you do not wish to receive such e-mails, you may opt out by following the opt-out instructions included in such e-mails.
- Send you invitations to complete market research surveys, by e-mail, typically in exchange for honoraria. If you do not wish to receive such emails, you may opt out by following the opt-out instructions included in such emails.
- Review the information provided by you and obtained from public resources to complete your profile and better understand which medical news, education programs and surveys may be of most interest to you.

We also perform statistical analyses of the users of our Services to improve the content, design and navigation of the Services. In these cases, we use aggregate or statistical data that cannot reasonably be used to identify you.

If you respond to a survey, we only use your personal information in connection with your survey responses for the purposes of: (i) verifying your eligibility to participate in a study; (ii) validating your

identity and responses for the purposes of preventing duplicate or fraudulent responses; and/or (iii) processing your honoraria payment. Unless we have obtained your explicit consent, we anonymize survey results before sharing them with third parties, although we may be required by applicable law to identify a particular respondent to comply with applicable legal requirements, such as adverse events reporting requirements.

1. **Sharing of Information.**

We do not share your personal information with others, except in the following circumstances and in accordance with applicable law:

- With your consent;
- To our agents and service providers, who act on our behalf and under confidentiality agreements to deliver services, provide IT support, and help us fulfill the other purposes set forth above;
- To our affiliates and partners under confidentiality agreements who work with us to improve our and their services and business practices;
- As required by applicable law, including, without limitation, in response to any government or regulatory agency request, to cooperate with law enforcement investigations, or upon receipt of any court order; and
- To courts and public authorities to protect you, us, or third parties from harm, such as fraud.

If you respond to a market research survey, we do not share your personal information with the third parties on whose behalf we are conducting such research except with your consent or where required by applicable law, such as to comply with applicable adverse incident reporting requirements. We otherwise only share market research results with third parties in aggregate (as a collection of total responses), and individual responses of respondents are not shared in association with the respondent's personal information.

POCN Live and Online Events

POCN events are produced for a variety of companies (Sponsors). All data collected during the registration of such events may be shared with those Sponsors. This data is governed by the individual Sponsor's privacy policy and may be used by the Sponsor for follow-up purposes. Please visit the Sponsor's website to review its privacy policy. Similarly, POCN events will have the same access to this data as the Sponsors, and this Privacy Policy continues to govern how POCN uses the data. For details on how event Sponsors use the information you provide, please contact the Sponsor directly. If you have any questions, please contact info@pointofcarenetwork.com

Third Party and Affiliated Links:

Our Digital Offerings contain external links to other Digital Offerings including suppliers, advertisers and affiliates. We have no control over, and are not responsible for, the content of, or information gathered by, these other Digital Offerings. We do not endorse any of these Digital Offerings or the products or services associated with such Digital Offerings merely because they are linked to our Digital Offering.

4. Disclosure of Personally Identifiable Information

Except as permitted by law or as otherwise disclosed in this Privacy Policy, we will not share your Personal Information with any person or entity without your opt-in or opt-out consent, with the following exceptions:

- **Social Media (e.g., Facebook or Twitter):** If you are logged into a third party account, such as Facebook, and you access but are not logged into the Site, we may receive information from that third party account to make it easier for you to create an account on the Site and show you relevant content from others. This information personalizes your experience and helps you create an account. You can also connect your account to your accounts on third party services like Facebook or Twitter, in which case we may collect and store information identifying your account with the third party service. We use the information to help you connect and share public content with your friends and followers.
- We may also share your Personal Information with other partners that are acting as our agents and are bound contractually to use or disclose your Personal Information only in accordance with this Privacy Policy.

We will not share the Personal Information you provide except (a) as permitted by applicable law; (b) where such disclosure has been described on the Site or in this Policy or you have otherwise consented to such disclosure; (c) as a result of our belief that the disclosure may be permitted or required by law or may be necessary to protect our company or others from injury (e.g., in response to a court order or subpoena or law enforcement agency request or when we believe that someone is causing or may cause injury or is interfering with the rights or property of another); or (d) with third parties with which we contract to carry out our business activities.

5. Your Consent to Disclose Personal Information to a Third Party

Except as otherwise indicated in this Policy, we will only supply your Personal Information to a third party with your opt-in or opt-out consent. In these cases, you will be given the option to opt in or opt out based upon information disclosed at the time your information is collected. If you do not opt in, or you opt out, your information will not be disclosed.

Finally, please note that the Personal Information you provide to the Site is considered a company asset and may be included among transferred assets if Point of Care Network, LLC, any of its Related Companies or any of their assets are ever acquired by a third party.

6. Links and Collection of Information by Others

Our Site may contain links to other websites operated by third parties (collectively, the Third-Party Sites). Such Third-Party Sites may have information practices that are different from those described in this Policy. You should check the other privacy notices made available on such Third-Party Sites.

7. Supplemental Information

From time to time we may supplement the Personally Identifiable Information you provide through our Site with information from other sources, such as information validating your address. Thus, information we obtain through our Site may be intermingled with and used in conjunction with information obtained through sources other than our Site, including both offline and online sources.

8. Security Notice

We take precautions to protect your information. When you submit sensitive information via the Site, your information is protected both online and offline. Wherever we collect sensitive information such as credit card data, that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a closed lock icon at the bottom of your web browser, or looking for “HTTPS” at the beginning of the address of the web page. While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service) are granted access to Personally Identifiable Information. The computers/servers in which we store Personally Identifiable Information are kept in a secure environment.

However, no Internet or email transmission is ever fully secure or error free. In particular, email sent to or from our Site may not be secure. When your Personal Identifiable Information is passed on to non-affiliated companies, to the extent practical, we require that they also have in place the appropriate safeguards. We cannot, however, guarantee that they do. Please keep these disclaimers in mind when disclosing any Personal Information via our Site.

Notification of Changes

POCN reserves the right, at any time and without notice, to add to, change, update or modify this Privacy Policy, simply by posting such change, update or modification on the Digital Offering. Any such change, update or modification will be effective immediately upon posting on the Digital Offering. Please check back often to review the latest version of our Privacy Policy.

Your Acceptance of these Terms

By using our Digital Offering, products or services, you signify your acceptance of the terms of the POCN Privacy Policy and our practices in relation to the collection, use and disclosure of the information you provide or that we collect from other sources, as described in this Privacy Policy and our Terms and Conditions. If you do not agree to the terms of the POCN Privacy Policy, please discontinue use.

Questions?

If you have any questions on our Privacy Policy, or questions about our handling of your Personal and/or Financial Information, you can contact us at info@pointofcarenetwork.com