

## Point of Care Network, LLC Privacy Policy

We reserve the right to change this Privacy Policy at any time. Such changes, modifications, additions or deletions shall be effective immediately upon notice thereof, which may be given by means including, but not limited to issuing an e-mail to the e-mail address listed by registered users and posting the revised Policy on this page. You acknowledge and agree that it is your responsibility to maintain a valid e-mail address as a registered user, review this site and this Policy periodically and to be aware of any modifications.

Your continued use of the site after such modifications will constitute your: (a) acknowledgment of the modified Policy; and (b) agreement to abide and be bound by the modified Policy.

### **1. Overview of our Data 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.

You acknowledge that this Privacy Policy is part of our Site Terms of Use, and by accessing or using our site, you agree to be bound by all of its terms and conditions. If you do not agree to these terms, please do not access or use this site.

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.

We reserve the right to change this Privacy Policy at any time. Such changes, modifications, additions or deletions shall be effective immediately upon notice thereof, which may be given by means including, but not limited to issuing an e-mail to the e-mail address listed by registered users and posting the revised Policy on this page. You acknowledge and agree that it is your

responsibility to maintain a valid e-mail address as a registered user, review this site and this Policy periodically and to be aware of any modifications.

Your continued use of the site after such modifications will constitute your: (a) acknowledgment of the modified Policy; and (b) agreement to abide and be bound by the modified Policy.

## **2. Information Collection, Use and Sharing**

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**

In order to better provide you with our numerous services, we collect three types of information about our users: Personally Identifiable Information, Non-Personally Identifiable Information and Personal Information from Other Sources. Our primary goal in collecting information from you is to provide you with a smooth, efficient, and customized experience while using our site.

### *Personally 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 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.

Depending upon the activity, some of the information we ask you to provide is identified as mandatory and some as voluntary. If you do not provide the mandatory data with respect to a particular activity, you will not be able to engage in that activity.

#### *Non-Personally Identifiable Information*

This refers to information that does not by itself identify a specific individual. We gather certain information about you based upon where you visit on our site in several ways. This information is compiled and analyzed on both a personal and an aggregated basis. This information may include the Web site's Uniform Resource Locator ("URL") that you just came from, which URL you go to next, what browser you are using, and your Internet Protocol ("IP") address. An URL is the global address of documents and other resources on the World Wide Web. An IP address is an identifier for a computer or device on a Transmission Control Protocol/Internet Protocol ("TCP/IP") network, such as the World Wide Web. Networks like the Web use the TCP/IP protocol to route information based on the IP address of the destination. In other words, an IP address is a number that is automatically assigned to your computer whenever you are surfing the web, allowing web servers to locate and identify your computer. Computers require IP addresses in order for users to communicate on the Internet.

#### *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.

## **4. How We Use Your Information**

We use your information, including any personally identifiable information, 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.

We may also collect information from you at other points on our site that state that such information is being collected.

In addition, we may also collect, or our third-party ad server and/or content server may collect, certain Non-Personally Identifiable Information. This information is ultimately stored in the form of store categories, and, in some cases, specific URLs. We use your IP address to diagnose problems with our servers, software, to administer our site and to gather demographic information. Our third-party ad servers will also provide us with summary, but not individual, reports that will tell us how many ads were presented and clicked upon at our site.

We will primarily use your Personally Identifiable Information to provide our services to you, as required by our agreements with you. We will also use Personally Identifiable Information to enhance the operation of our site, fill orders, improve our marketing and promotional efforts, statistically analyze site use, improve our product and service offerings, and customize our site's content, layout, and services. We may use Personally Identifiable Information to deliver information to you and to contact you regarding administrative notices. We may also use Personally Identifiable Information to resolve disputes, troubleshoot problems and enforce our agreements with you, including our Site Terms of Use and this Privacy Policy.

## **5. 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 encourage our service partners to adopt and post privacy policies. However, the use of your Personally Identifiable Information by our service partners is governed by the privacy policies of those service partners, and is not subject to our control.

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.

We may also provide Non-Personally Identifiable Information about our customers' sales, traffic patterns, and related site information to third party advertisers, but these statistics do not include any Personally Identifiable Information.

## **6. Updating Personally Identifiable Information**

We believe you should have the ability to access and edit the Personally Identifiable Information that you have provided to us. You may change any of your Personally Identifiable Information in your account online at any time by linking to your account in accordance with instructions posted elsewhere on this site. You may also access and correct your personal information and privacy preferences by writing us at:

Point of Care Network  
271 Route 46 West, Suite C201  
Fairfield, NJ 07004

Please include your name, address, and/or e-mail address when you contact us.

We encourage you to promptly update your Personally Identifiable Information if it changes. You may ask to have the information on your account deleted or removed; however, because we keep track of past transactions, you cannot delete information associated with past transactions on this site. In addition, it may be impossible to completely delete your information without some residual information because of backups.

## **7. Choices Regarding Collection, Use and Distribution of Information**

We may, from time to time, send you e-mail regarding our products and services. In addition, if you indicated upon registration that you are interested in receiving offers or information from us

and our partners, we may occasionally send you direct mail about products and services that we feel may be of interest to you. Only POCN or agents working on behalf of POCN and under confidentiality agreements) will send you these direct mailings and only if you indicated that you do not object to these offers. If you do not want to receive such mailings, simply tell us when you give us your personal information. Or, at any time you can easily edit your account information to no longer receive such offers and mailings.

You also have choices with respect to cookies, as described below. By modifying your browser preferences, you have the choice to accept all cookies, to be notified when a cookie is set, or to reject all cookies. If you choose to reject all cookies some parts of our site may not work properly in your case.

## **8. Security Precautions in Place to Protect Against the Loss, Misuse, or Alteration of Data**

At our site you can be assured that your Personally Identifiable Information is secure, consistent with current industry standards. The importance of security for all Personally Identifiable Information associated with our user is of utmost concern to us. Your Personally Identifiable Information is protected in several ways. Access by you to your Personally Identifiable Information is available through a password and unique customer ID selected by you. This password is encrypted. We recommend that you do not divulge your password to anyone. In addition, your Personally Identifiable Information resides on a secure server that only selected POCN personnel and contractors have access to via password. We encrypt your Personally Identifiable Information and thereby prevent unauthorized parties from viewing such information when it is transmitted to us.

Personal information that you provide that is not Personally Identifiable Information also resides on a secure server and is only accessible via password. Since this information is not accessible from outside POCN you will not be asked to select a password in order to view or modify such information.

In order to most efficiently serve you, credit card transactions and order fulfillment are handled by established third party banking, processing agents and distribution institutions. They receive the information needed to verify and authorize your credit card or other payment information and to process and ship your order.

Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your Personally Identifiable Information, you acknowledge that: (a) there are security and privacy limitations of the Internet which are beyond our control; (b) the security, integrity and privacy of any and all information and data exchanged between you and us through this site cannot be guaranteed; and (c) any such information and data may be viewed or tampered with in transit by a third party.

## **9. Use of Cookies**



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](#).

## **10. 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.

## **11. 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.

## **12. Supplemental Information**

From time to time we may supplement the Personal 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.

## **13. Adherence to Country and Industry Guidelines**



*United States:* In the United States, we strive to conform to Federal Trade Commission (FTC) Fair Information Practice Principles, and to the principles set forth in the CAN-SPAM Act of 2003.

*Canada:* In Canada, we strive to conform to the principles set forth in the Personal Information Protection and Electronic Documents Act (PIPEDA).

*European Union:* In the European Union, we strive to conform to the principles set forth in the Safe Harbor framework, as established by the U.S. Department of Commerce regarding the collection, use, transfer, and retention of personally identifiable information provided to us from the European Union.

*Market Research Industry Guidelines:* We strive to conform to the Council of American Survey Research Organizations (CASRO) Code of Standards and Ethics for Survey Research, and the European Society of Opinion and Marketing Research (ESOMAR) Codes and Guidelines for Survey Research.

## **14. 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.

## **15. Other Information Regarding Your Privacy Online**

You must be at least 18 years old to have our permission to use this site. Our policy is that we do not knowingly collect, use or disclose Personally Identifiable Information about visitors that are under 18 years of age.

You should also be aware that when Personally Identifiable Information is voluntarily disclosed (i.e. your name, e-mail address, etc.) in the discussion forums or other public areas on this site, that information, along with any information disclosed in your communication, can be collected





and used by third parties and may result in unsolicited messages from third parties. Such activities are beyond our control and this Policy does not apply to such information. Any submissions to chat rooms or other public areas on this site are accepted with the understanding that they are accessible to all third parties. If you do not want your comments to be viewed by third parties, you are advised not to make any submissions. Ultimately, you are solely responsible for maintaining the secrecy of your password and/or account information. Please be careful and responsible whenever you're online.

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us by sending a letter to:

Point of Care Network, LLC  
Attn: Privacy Compliance Officer  
271 Route 46 West, Suite C201  
Fairfield, NJ 07004

You may also contact us by e-mail at [info@pointofcarenetwork.com](mailto:info@pointofcarenetwork.com).