

Hospicelink Website Privacy Policy

YOUR ACCEPTANCE OF THIS PRIVACY POLICY

Network Medical, Inc. d/b/a Hospicelink ("Hospicelink", "we", "our", or "us") operates the website, hospicelink.com (the "Site"). By using this Site, you agree to the terms and conditions in this policy (the "Privacy Policy"). If you do not agree to this Privacy Policy, please do not use this Site.

CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify, alter, update, or remove portions of this Privacy Policy at any time. We will post changes to this Privacy Policy and display the effective date of changes in this section of the Privacy Policy. By continuing to use this Site, you agree to be bound by the most recent terms and conditions in this Privacy Policy. For this reason, we encourage you to read this Privacy Policy each time you use our Site.

RELATIONSHIP TO TERMS OF USE

This Privacy Policy is incorporated by reference into our Terms of Use, which also govern your use our Site. By using our Site, you also agree to the terms and conditions in our Terms of Use. Please click [here](#) to read our **Terms of Use** or the click on the Terms of Use link on the Site.

SCOPE OF THIS PRIVACY POLICY

This Privacy Policy explains our online privacy practices with respect to the collection, storage, use, and dissemination of personally identifying information of visitors to the Site and information that reasonably could be associated with a particular visitor to the Site or any particular device, whether or not personally identifying information.

COLLECTION OF INFORMATION

We collect information to provide a better experience for our customers and to visitors of the Site. We collect information from you directly from your input and automatically from your use.

INFORMATION COLLECTED FROM YOU

The types of personal information the Site collects directly from you depends on how you interact with the Site and may include:

- Contact details, such as your first and last name, title, company name, your personal and/or company email address, mailing address and phone number;
- Number of patients on service with your organization;
- Healthcare provider type;
- Usernames and passwords;
- Comments, feedback and other information you submit to the Site; and
- Interests and communication preferences.

We collect personal information directly from your input when we ask you to enter and submit to us personal information on the Site. This is information which you provide to us which personally identifies you, such as your name, phone number, email address or address, or other data which can be reasonably linked to personal information about you by Hospicelink. For example, we may ask for personal information in response to an inquire from you on the Site about a demo of our software or subscription to our newsletter.

INFORMATION COLLECTED AUTOMATICALLY

Through servers and the use of cookies and similar technologies, our Site automatically collects certain information that tells us how you use the Site. Information this Site automatically collects may include:

- Internet Protocol ("IP") address used to connect your computer to the Internet;
- Computer, device and connection information, such as browser type and version, operating system, mobile platform and unique device identifier ("UDID") and other technical identifiers;
- Uniform Resource Locator ("URL") click stream data, including date and time, and content you viewed or searched for on a website;
- For location-aware ads, the region, city or town where your specific device is located in order to provide you with more relevant content for where you are in the world.

This Site uses cookies. A "cookie" is a small text file that may be placed on your computer when you visit a website or click on a URL. There are two types of cookies that may be used: a session cookie and a persistent cookie. A single-session cookie is held temporarily in your computer's memory during only a single visit to a website to personalize user experience, to determine ways to improve the Site, its content, and services offered through the Site. A single-session cookie disappears from your hard drive when you close your browser. A persistent cookie is entered by your web browser into the "Cookies" folder on your

computer and remains in this folder after you close your browser and may be used by your browser on your next visit to a website unless or until it is deleted or set to expire. Most browsers are set up to accept cookies. You may reject or delete cookies by adjusting your browser preferences at any time; however, this may limit your ability to use all of the features on the Site. For example, to set the Internet Explorer browser to reject cookies go to Tools > Internet Options > Privacy > Settings and select the privacy level (using the slider bar) that you prefer. To delete cookies in Internet Explorer, go to Tools > Internet Options > General > Browsing History and click the Delete button then select the cookies option.

We may use and disclose information we collect that does not reveal your identity or permit direct association with a specific individual, such as browser and device information, anonymous usage data and aggregated information, for any purpose, except where we are restricted by law. If we combine non-personal information with personal information, the combined information will be treated as personal information for as long as it remains combined.

USE OF PERSONAL INFORMATION

This Site includes web pages that give you the opportunity to provide us with personal information about yourself. You do not have to provide us with personal information if you do not wish to do so; however, that may limit your use of certain functions of this Site or to request certain services or information.

We may use personal information for a number of purposes such as:

- To perform analytics and to improve our products, websites, and advertising;
- To keep a record of our transactions and communications;
- To conduct our business, so long as such use is permitted by law;
- To provide technical, product and other support services;
- To respond to your requests, inquiries, comments and concerns;
- To provide, evaluate and improve the Site, its performance, advertisements and promotional campaigns as well as our products and services and to develop new products, services and benefits;
- To track paths of visitors within this Site and to track resources and data accessed on the Site;
- To offer you customized content and individualized personalization of the Site to make it more relevant to your interests and needs;
- To notify you about changes or updates to the Site or changes or updates to our products and/or services;
- To provide you with special offers and other information about the Site as well as about products, events and services of ours, our partners, and non-affiliated third parties; and
- To identify usage trends and perform data analysis, including for purposes of research and determining the effectiveness of our promotional campaigns.

SHARING PERSONAL INFORMATION

We may also share personal information within our company, and we may also match or combine the personal information you provide us through this Site with other information we have received from you, whether received online or offline, or from other sources such as from our vendors.

Where permitted or required by law, we may share personally identifiable information about you with third parties to comply with judicial proceeding, court order, subpoenas, search warrant, or other legal or regulatory requirements, and when we believe that disclosure of your personal information is necessary to protect our rights. We may cooperate with law enforcement authorities in investigating and prosecuting activities that are illegal, violate our rules, or may be harmful to other visitors.

If you submit information or a posting to a bulletin board or discussion forum related portion of this Site, the information you submit along with your screen name will be visible to all visitors, and visitors may share your submission with others. Therefore, please be thoughtful in what you write and understand that this information may become public. Additionally, if you submit a testimonial and consent to having Hospicelink post your statement on the Site, your name and the name of your organization will appear on the Site along with your testimonial and this information will be available on the Site for public viewing.

We may also share your information with others for other purposes, particularly if permitted or required to do so by law. We may provide your personally identifiable information to a third party if there is a transfer of the assets or ownership of our company in connection with proposed or consummated corporate reorganizations, such as mergers, acquisitions or sales of business units or a business consolidation. We may disclose your personal information to a third party to detect, investigate and to help prevent security threats, fraud or other malicious activity, to enforce and protect our properties, and to protect the rights, property or safety of our users, employees and others.

We may also disclose your personal information to our service providers, including but not limited to, email service providers, IT service providers, postal service and shipping agents, in order to:

- provide, technical, product and other support and to improve service and support;
- update you on relevant new products, services and benefits;
- personalize the Site and to select content to be communicated to you or to use features on the Site such as sharing content with a friend or colleague;
- contact you regarding our products or services or other products and services from third parties;
- send you information by common courier or postal service;
- invite you to participate in surveys or promotions; and
- determine the effectiveness of our marketing campaigns.

We may use third-party service providers to collect, store, and analyze information regarding use of the Site. If you fill out a web form on the Site, your information will be stored in our CRM system and some amount of your past browsing on this Site may be available to our staff to determine your interests so we may more effectively engage with you and so we may improve our Site. If you subscribe to our newsletter or any of our other marketing emails, clicking on a link in any of these emails may cause you to be personally identified on our Site and may cause some part of your past browsing history on our Site to be available to our staff. Our HTML-formatted emails contain tracking technology that tells us whether emails are opened and verifies any clicks through to links or marketing content within the email. We may use this information for purposes including determining which of our emails are more interesting to users and to query whether users who do not open our emails wish to continue receiving them. If you do not wish for this tracking to occur, you can unsubscribe from our mailings or use private browsing mode to avoid tracking. Your personal information, such as your name, email, mailing address and telephone number, is stored securely in our Customer Relationship Manager (CRM) system. Your email address is also stored in a third party email marketing platform in order to record email deliveries, opens, clicks, and bounces, among other related activity.

“DO NO TRACK” SIGNALS AND SIMILAR MECHANISMS

We may also allow third party service providers to use cookies and other technologies to collect information and to track browsing activity over time and across third party websites, and to deliver targeted advertisements to you. We do not control these third party technologies and their use is governed by the privacy policies of third parties using such technologies. For more information about third party advertising networks and similar entities that use these technologies, see <http://www.aboutads.info/consumers>, and to opt-out of such advertising networks' and services' advertising practices, go to www.aboutads.info/choices. Once you click the link, you may choose to opt-out of such advertising from all participating advertising companies or only advertising provided by specific advertising companies. We do not respond to web browser “Do Not Track” signals and similar mechanisms that provide a method to opt out of the collection of information about online activities over time and across third-party websites or online services. However, you may control certain tracking mechanisms such as by disabling cookies and opting out of Google Analytics as described in this Privacy Policy.

We may use Google Analytics to gather and aggregate data from our Site visitors such as which pages are visited and how often they are visited, and to enable certain features on our Site. Information is captured using various technologies and may include cookies. We do not offer the ability to opt-out of Google

Analytics for this Site only, but you may opt-out of it for all websites on the web by clicking on this link <https://tools.google.com/dlpage/gaoptout> and installing the Google Analytics Opt-out Browser Add-on as directed by Google.

LINKED WEBSITES

Please be aware that our Site may contain hyperlinks to other websites or social platforms on the Internet that are owned and operated by third parties (“Linked Sites”). We include hyperlinks to Linked Sites to enable you to access content conveniently that may be of interest to you. We are under no obligation to notify you that you are leaving our Site or that you are accessing Linked Sites. The information policies and practices of Linked Sites are not covered by this Privacy Policy and we are not responsible for the privacy policies or practices of Linked Sites. If you provide any information to such third parties, different privacy policies and practices regarding the collection, use and dissemination of your personal information may apply. We strongly suggest that you read the privacy policies and practices of Linked Sites before providing any data to them. Linked Sites may send their own cookies or clear GIFs to users, collect data or solicit PII. We cannot control this collection of information. You should contact these third parties directly if you have any questions about the privacy policies or practices of Linked Sites. We are not responsible for the policies or practices of third parties.

ACCESSING THE HOSPICELINK SYSTEM VIA THIS SITE

Our Site may include a hyperlink for direct access to the Hospicelink System account log on page. If you are an employee or agent of a contracted customer of Hospicelink expressly authorized by your employer to use the Hospicelink System (“Authorized User”), you may access the account log on page from the Site by clicking on the Client Log In hyperlink. The privacy policies and practices of the Hospicelink System are not covered by this Privacy Policy.

HIPAA/HITECH

Postings, comments, feedback or communications shall not contain protected health information. You are strictly prohibited from submitting postings, comments, feedback or communications that are considered to contain protected health information under the Health Accountability and Portability Protection Act of 1996 (HIPAA) or the Health Information Technology for Economic and Clinical Health Act of 2009 (HITECH).

SECURITY

We maintain reasonable administrative, technical and physical safeguards designed to protect the information that you provide on this Site. However, we cannot guarantee the security of any information that is disclosed online.

ACCESS TO AND ACCURACY OF YOUR INFORMATION

You may request access to and correction of personal information that you have directly provided to us through the Site by contacting us directly. Please see the “Contact US” section below for our contact information. To protect your privacy and security, we will require you to verify your identity.

YOUR CHOICES AND COMMUNICATIONS PREFERENCES

We may send electronic newsletters and other communications on a periodic basis to various individuals and organizations. We may also send email communications regarding topics such as website updates, and product or service offerings. We offer you appropriate consent mechanisms, such as opt-out, for marketing and certain other communications. You can also manage your communications preferences by using the opt-out or unsubscribe mechanism or other means provided within the communications that you receive, or by contacting us directly at the contact listed below in the section “Contact Us.”. We reserve the right to notify you of changes or updates to the Site whenever necessary. If you wish to correct, modify or update any information we have received, contact us using the contact information listed in the “Contact US” section below.

CHILDREN

We request that children under the age of 13 not use the Site or submit any personal information to the Site. We do not direct the Site to children under the age of 13 and we do not knowingly collect, use, store, or disclose the personal information of children under the age of 13.

CROSS-BORDER TRANSFER

This Site is intended for a United States audience. Any information you provide, including any personal information, will be transferred to and processed by a computer server located within the United States.

CONTACT US

If you have any questions, comments or requests regarding this Privacy Policy or our processing of your information, please contact:

Network Medical, Inc. d/b/a Hospicelink
2625 2nd Ave N.
Birmingham, AL 35203
Attn: Patrick Kent, CFO
Telephone (US toll free): 877.325.4032
Email: Patrick.kent@hospicelink.com

EFFECTIVE DATE

The effective date of this policy is June 30, 2017.

LAST UPDATED

Last updated: July 20, 2017.

Copyright © 2017 Network Medical, Inc.