



Medicine in Practice, Inc. Privacy Policy

General

This Privacy Policy sets out how Medicine in Practice (MiP) uses and protects any information that you provide to us either through our registration process or as a visitor when you use our websites. MiP is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using our site, you can be assured that it will only be used in accordance with this Privacy Statement. MiP may change or update this policy from time to time by updating this page. You should check this page periodically to ensure that you are happy with the changes. This policy is effective from the 1st of July, 2014.

Information that MiP collects

We collect both general non-personal information and specific personal information depending on your use of our websites and services.

General Information

Like most website operators, MiP collects non-personally-identifying information of the sort that web browsers and servers typically make available, such as browser type, language preference, referring site and the date and time of visits. MiP also collects aggregate traffic data related to the use of our web sites and related services.

Guest Users

Visitors to our websites may use many of the features and functionality provided without any need to register or to provide us with personally identifiable information.

Personal Information-Registered Users

In order to use certain features of our website, however, users must register for an account by providing their email address, first and last name, and salutation (if any). We may also collect partial or complete postal address information (city, state and country). MiP will also store the username and password that you create when you register. At any time a registered user who is logged into the site may access their personal profile to edit, update, or remove information. Registered users may also cancel their membership and any time. MiP also uses 'cookies' – small amounts of data stored on your computer.

What we do with the information we gather

MiP requires the above information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping
- Follow traffic flow to the site.
- To improve our products and services
- MiP may offer certain sites which allow a user to opt-in to receiving certain materials including newsletters, announcements of new features or functionality, and surveys.
- While unregistered or Guest users may access many parts of our websites, there are certain sections or full websites that provide additional features or functionality only to Registered users. MiP may track use of the materials and progress through this feature.
- To periodically send promotional emails about new products, special offers, announcements and other information which we think you may find interesting using the email address which you have provided
- MiP allows registered users to contribute content to the site. Any materials or content posted may be seen by third parties and the general public, including a user's username. MiP is a public site which allows registered users to post contributing materials to the site. It is important to note that certain information, statements, data and content which you may submit to MiP for posting may reveal your gender, ethnic origin, nationality, age and/or other personal information about you.

What we do NOT do with the information we gather

MiP wishes to protect your privacy, which is why we do **NOT** do the following:

- We will **NOT** provide your name or email addresses to third parties
- We do **NOT** release your postal addresses or other personal information to third parties

MiP does not share your information with third parties outside of the scope described in this Privacy Policy, but certain information may be analyzed using third party software or services such as Google Analytics.

How we use Cookies

A cookie is a small data file which is placed on your computer's hard drive. The cookie helps analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. Cookies allow MiP to internally keep track of usage sessions, what page you are on, and other relevant information such as recognizing if a user has signed in. MiP's use of cookies is for internal purposes to allow proper functionality of our website. MiP's use of cookies does **NOT** give us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies through your browser settings. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of some MiP websites.

Links to other Websites or Affiliates

MiP website may contain links to other websites or affiliates. Once you use any of these links you may leave our site. You should note that we do not have any control over that other website, and therefore we cannot be responsible for the protection and privacy of any information which you provide while visiting such sites and these sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Protection of Certain Personally-Identifying Information

MiP discloses potentially personally-identifying information only to those of its employees, contractors and affiliated organizations that (i) need to know that information in order to process it on behalf of MiP or to provide services at MiP websites, and (ii) that have agreed not to disclose it to others. MiP will not rent or sell potentially personally-identifying and personally-identifying information to anyone. Other than to its employees, contractors and affiliated organizations, as described above, MiP discloses potentially personally-identifying and personally-identifying information only in response to a subpoena, court order or other governmental request, or when MiP believes in good faith that disclosure is reasonably necessary to protect the property or rights of MiP, third parties or the public at large. MiP takes all measures reasonably necessary to protect against the unauthorized access, use, alteration or destruction of potentially personally-identifying and personally-identifying information.

Business Transfers

If MiP or substantially all of its assets were acquired, or in the unlikely event MiP goes out of business or enters bankruptcy, user information would be one of the assets that is transferred or may be acquired by a third party. You acknowledge that such transfers may occur and that any acquirer of MiP may continue to use your personal information as set forth in this policy.

Advertisements and Sponsors

Advertisements, sponsor messages, or other offers appearing on any of our websites may be delivered to users by advertising partners, who may set cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement and to compile information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. This privacy policy covers the use of cookies by MiP only and does not cover the use of cookies by any advertiser or sponsor.

Questions or Contact Us

If you have questions about this Privacy Policy please email us at: Privacy@MedicineInPractice.com. We work hard to respond to most emails within 1 business day of receipt.

Change log:

This is the first version of the privacy policy, and is effective July 1, 2014.