

Privacy Policy

PICC Excellence, Inc. is strongly committed to protecting your privacy and providing a safe online experience for all our users. This Privacy Policy applies to information collected online through PICC EXCELLENCE's website(s), which includes all of the PICC EXCELLENCE partner sites and governs online data collection and usage by PICC EXCELLENCE. Please read the complete PICC EXCELLENCE Online Privacy Policy below and contact us if you have any questions. What We Do with Collected Information, Use of Cookies, Controlling Your Personal Information, Security of Your Personal Information, Children's Privacy, Changes in Corporate Structure, Visitors World Wide, Changes to Our Privacy Policy.

Collection and Tracking of Personal Information:

In order to provide you with the most efficient and enhanced service(s) possible, we request information about you. We collect personally identifiable information such as names, e-mail addresses and demographic information such as age, gender and postal code. We also may collect your IP address, browser type, domain name, access times and referring website address. This information is collected both during registration on the site or in response to specific requests, for example when signing up for a newsletter and answering a survey. Information collected at one PICC EXCELLENCE website will be available within the PICC EXCELLENCE family of websites. Sometimes we will give you the opportunity to opt in to offers from third parties not affiliated with PICC EXCELLENCE. If you decide to accept these offers, we will provide, with your consent, your information to the third party. However, you should note that this Privacy Policy does not apply to information users consent to give to third parties not affiliated with PICC EXCELLENCE. Any information users give to another party is governed by the rules of that party's privacy policy, which may differ from this Privacy Policy. PICC EXCELLENCE is not responsible for information given to other parties. Please review their privacy policies prior to providing any information to third parties.

What We Do With Collected Information:

We use personal information so that we may display custom, personalized content to our visitors and send newsletters, e-mails, features, promotional material, research surveys and other updates to our users. A user may, at any time, opt out of receiving such information. We also use collected information to evaluate and administer our service, respond to any problems that may arise and to gauge user trends to determine what part of our services are most popular with users. We may extend offers to users on behalf of our partners about a particular product or service that may be of interest to you, but we will never give out your name or personal information at any time without your permission.

We allow users of our website to send articles or links by e-mail to other parties who may be interested in them. We do not retain any e-mail addresses (unless you are registered and already have voluntarily provided your e-mail address) of either the sender or recipient of such articles or links after they are sent. We reserve the right to use or disclose any information without notice or consent as needed to satisfy any law, regulation or legal request; to conduct investigations of consumer complaints or possible breaches of law; to protect the integrity of our site and our property; to protect the safety of our visitors or others; to fulfill your requests; or to cooperate in any legal investigation. You should be aware that if you voluntarily disclose information online (whether through PICC EXCELLENCE's services or any other service available online), personal or otherwise, that information can be collected and used by others. For example, if you

use chat, forums, bulletin boards, and your e-mail or if you post personal information online, you may receive unsolicited messages from others. PICC EXCELLENCE has no control over this use of your personal

information.

Use of Cookies:

Your browser offers so-called "cookies" which, if you allow their use, store small amounts of data on your computer when you visit a website. Cookies do not contain any personally identifiable information about you and therefore cannot be used to identify you personally. Cookies simply assist us in tracking which of our features you like best. Cookies also enable us to customize our content according to your preferences. You have the ability to accept or decline cookies by modifying your browser and our websites are viewable even if you disable the cookie function on your browser. However, if you disable cookies, some advanced and customized features of our site, as well as other websites, will not be available to you. We may also place a cookie on your browser so that this and other websites owned by PICC EXCELLENCE will recognize you as a unique, anonymous user. This will enable us to make sure that you do not see the same ad over and over, to sequence ads in a series, and to measure more accurately the number of unique visitors across the network of PICC EXCELLENCE websites.

Controlling Your Personal Information:

A user may, at any time, change, correct, modify or delete any personal information they may have provided to PICC EXCELLENCE by visiting the MyAccount page. Users can also unsubscribe from any newsletters or opt out of various promotional e-mailing at any time by visiting the Newsletters or Profile section in the MyAccount or clicking on "unsubscribe" links at the bottom of each of our newsletters or emails.

The Site may include interactive forums such as message boards and blogs. Please remember that any information that is disclosed in these areas becomes public information and you should exercise caution when deciding to disclose your personal information.

Security of Your Personal Information:

The Site has security measures in place to prevent the loss, misuse, and alteration of the information that we obtain from you, but we make no assurances about our ability to prevent any such loss, misuse, to you or to any third party arising out of any such loss, misuse, or alteration.

The Site may contain links to other websites. If you choose to visit other websites, we are not responsible for the privacy practices or content of those other websites, and it is your responsibility to review the privacy policies at those websites to confirm that you understand and agree with their policies.

PICC EXCELLENCE employees are made aware of its privacy practices through periodic communications and training. We limit access to private and confidential data only to those employees with a specific need to retrieve this information and we store data on multiple service systems, in controlled, secure environments. To maintain our level of security, we conduct both internal reviews and external audits of our security measures and procedures on a regular basis.

Notice Concerning Children and Privacy:

PICC EXCELLENCE is strongly committed to protecting the safety and privacy of children who visit our website. We are a general audience site for the purpose of professional education for those in the medical

professions, and do not direct any of our content specifically at children under 18 years of age. We understand and are committed to respecting the sensitive nature of children's privacy online. If we learn or have reason to suspect that a Site user is under age 18, we will promptly delete any personal information in that user's account. PICC EXCELLENCE has a system in place to effectively screen its users to ensure compliance with this Privacy Policy and the Children's Online Privacy Protection Act of 1998 (COPPA). COPPA and its accompanying regulations establish United States federal law that protects the privacy of children using the Internet. PICC EXCELLENCE includes many topical areas that all users may access. Except as authorized under COPPA, PICC EXCELLENCE will NOT: collect online contact information from a user under 18. If you have any questions regarding the privacy and safety of children on our site, please either e-mail or call us.

Changes in Corporate Structure:

In developing our business, we might sell certain assets or the company, all or parts of it, may be sold, merged or otherwise transferred. In such transactions, user information, whether personally identifiable or otherwise, may be one of the transferred assets.

World Wide Visitors:

Our website and the servers that make this site available worldwide are located in many different countries. All matters relating to these sites are governed by the laws of the countries in which they are located. Any information you provide will be transferred to those countries for storage. By visiting our sites and submitting information, you authorize this transfer.

Changes to Our Privacy Policy:

We will occasionally update this Privacy Policy as necessary to maintain the highest protection for our users and to comply with a changing environment. We recommend that you check the policy when you visit our site to be sure you are aware of and understand our current policy. If we make material changes to this policy or in how we will use or collect your personally identifiable information, we will prominently post such changes prior to implementing the change. We will not make changes in how we handle previously collected personal information that have retroactive effect unless legally required to do so.

Contact Information:

If you have any questions about this Policy, our practices related to this Site, or if you would like to have us remove your information from our database please feel contact us at the following:

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