



PRIVACY POLICY

This Privacy Policy applies to the business practices of MD Cloud Practice Solutions™ including our web sites located at www.mdcloudpracticesolutions.com, www.mdcloudpracticesolutions.co, www.mdcloudpracticesolutions.net and www.mdcloudps.com all associated sites linked to www.mdcloudpracticesolutions.com, www.mdcloudpracticesolutions.co, www.mdcloudpracticesolutions.net and www.mdcloudps.com including, but not limited to any mobile versions of these web sites, as applicable, (collectively, the "Site"). MD Cloud Practice Solutions™ is referred to as the "Company" or "we" in the remainder of this document. The Site is the property of the Company.

Your privacy is important to the Company. We have developed this Privacy Policy to delineate how we collect, use and disclose your information. We encourage you to read this Privacy Policy carefully before providing any personal information directly to the Company or indirectly to the Company through our Site. By providing the Company with personal information or using our Site, you acknowledge that you have read and agree with the Company's Privacy Policy and, furthermore, you agree that you are subject to the Terms of Use with respect to the Site.

COLLECTION AND USE OF PERSONAL INFORMATION

Personal information ("PI") is information that can be used to uniquely identify an individual.

We may ask you to provide your PI in order for us to better serve your needs. The Company, and its affiliates, may share this personal information with each other and use it consistent with this Privacy Policy.

What PI We may collect

- Name
- Demographic information
- Health information
- Mailing address
- Phone number
- Email address
- Contact preferences
- Social Security number (SSN)
- Insurance information
- Credit card information

How we use your PI

- Providing you with a bill for our services
- Working with your insurance company to assist you in paying for our services
- Obtaining payment for our services
- Obtaining information from you regarding your satisfaction with our services
- To send you important information
- Internal auditing, data analysis and research to improve our services and business
- To secure your personal mobile devices in order to ensure the Company's compliance with HIPAA policies
- To supply paging services and communication amongst members and employees of the Company.

COLLECTION AND USE OF NON-PERSONAL INFORMATION

We also collect non-personal information ("NPI") – information that does not permit direct association with any specific individual. Aggregate and de-identified data regarding Site users is also considered non-personal information. We use "cookie" technology and similar technology to gather non-personal information from our Site visitors such as which pages are used and how often they are used, and to enable certain features on our Site. Because NPI does not identify who you are, we do not limit the ways we may use or share non-personal information.

What NPI We may Collect

- Demographic information
- Health information
- Outcome (quality) information
- Satisfaction information

How we use your NPI

- Internal auditing, data analysis and research to improve our patient care processes which will improve our quality of care.
- Internal auditing, data analysis and research to improve our patient relations systems which will improve our patient satisfaction.
- Internal auditing, data analysis and research to improve our services and business

**If we combine NPI with PI the combined information will be treated as PI.



MESSAGE BOARDS

We also may offer message boards, bulletin boards, chat rooms, comments areas or other forums on our Site for use by visitors to our Site. Any information you disclose when posting a message in these forums may become public. You should not include any information in your posting that you do not want other parties to see or use. Moreover, if you post any messages in the Message Board that include your e-mail address or phone number you may receive unsolicited e-mails or calls from third parties.

COMPANY'S COMMITMENT TO YOUR PRIVACY

To make sure your PI is secure, we communicate our Privacy Policy and security guidelines to Company employees and strictly enforce privacy safeguards within the Company

PROTECTION OF PI

We take precautions (administrative, technical, and physical measures) to protect your PI against loss, theft, misuse or unauthorized access.

INTEGRITY AND RETENTION OF PI

We will retain your PI for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required by applicable law.

DISCLOSURE TO THIRD PARTIES

At times, we may make certain PI and NPI available to our third-party vendors who assist us in providing our services and conducting our business. Your PI is protected by agreements between the Company and our third-party vendors and by their privacy practices. Your PI will only be provided to our third party vendors for specific purposes that enable us to conduct or improve our services and business; it will not be shared with third parties for the benefit of these third parties outside of their relationship with the Company.

It may be necessary because of legal requirements or requests from governmental agencies for the Company to disclose your PI. We will use its best efforts to protect your PI, as much as is possible, in these situations.

In the event of a merger, or sale of our business, we may need to transfer the relevant PI and NPI that we collect to the surviving entity or the acquiring party.

Finally, the Site may contain links to third party web sites. Information collected by these third parties is governed by their own separate and independent privacy policies. Therefore, we have no responsibility or liability for the content and activities of these linked sites. Nevertheless, we strive to protect the integrity of our Site. We encourage you to learn about the privacy policies of those third parties and welcome any feedback about these sites.



ACCESS TO PI

We will make a good faith effort to provide you with access to your PI to enable us to correct the data if it is inaccurate. We may decline your request to review your PI if the request is unreasonable, impractical, requires an unreasonable amount of Company resources, jeopardizes the privacy of others, or for which access is not permitted or required by applicable law.

TERMS AND CONDITIONS OF USE

Please visit our "Terms of Use" section, which may be accessed and reviewed on the Site. The Terms of Use section establishes the use, disclaimers and limitations of liability governing the use of our Site.

PRIVACY QUESTIONS

We reserve the right, at our sole discretion, to change, modify, add or remove provisions of this Privacy Policy at any time. It is your responsibility to check this Privacy Policy periodically for changes. Your continued use of the Site following the posting of changes will mean that you accept and agree to the changes. As long as you comply with this Privacy Policy, we may grant you a personal, non-exclusive, non-transferable, limited privilege to enter and use the Site.

If you have any questions or concerns about our Privacy Policy, please contact us at (972) 432-7392.