



Effective Date 1/1/2013

enhancedcareMD Privacy and Security Policy

I. Introduction and Applicability

PLEASE READ THIS PRIVACY AND SECURITY POLICY CAREFULLY BEFORE USING THIS SITE. enhancedcareMD, a service mark of enhancedcare, Inc. ("enhancedcareMD," "Site," "Sites", "we," or "us"), is sensitive to privacy and security issues. We respect your right to privacy and know that you want us to keep your information that you send to us secure. This Privacy and Security Policy ("Privacy Policy"), along with the [enhancedcareMD Terms and Conditions](#), describe the terms and conditions under which we offer you access to our services.

This Privacy Policy applies to all enhancedcareMD sites and services supplied by enhancedcareMD **and** its affiliates, vendors, etc. enhancedcareMD may share information among its affiliates, subsidiaries, or sites that it owns or controls in accordance with the practices set forth in this Privacy Policy. By using these services and this Site(s), you signify your agreement to this Privacy Policy. If you do not agree to this Privacy Policy, please do not use these or any of our services. We may revise and update this Privacy Policy at any time, as detailed below. Your continued use of the enhancedcareMD Site(s) and services will mean you accept those changes.

II. Protecting Your Personal and Health Information

We have taken precautionary measures to make all information received from our online visitors secure against unauthorized access and use. We have reasonable and customary security measures in place in our physical facilities to protect against the loss, misuse, or alteration of information that we have collected from you at our Site.

We do not share your individually identifiable personal health information with anyone except your doctor or those you designate.

III. Information We Disclose About You

We do not sell or share your personal or identifiable information to companies outside of enhancedcareMD, its affiliates, and our contracted external partners in order to provide services on your behalf.

We may provide your personal health information and that of other registered users in non-identifiable, aggregate form to our affiliates or third parties, but not in such a way that it identifies you personally.

We will disclose your personally identifiable information as required by law and to comply with a judicial proceeding, court order, or other legal process.

IV. Personal Information We Collect About You

The enhancedcareMD registration form requires users to give us contact information and some demographic information. To use some Site functions, users must volunteer personal health information (such as, height, weight, and past medical history). Depending on the function, you may need to provide personal information for full functionality. enhancedcareMD has access to information such as biometric data coming from external sources. This information is used in the portal to enhance your personalized experience.

V. How We Use Information We Collect From You

A. To Customize Your Experience. We may use demographic, biometric or claims data, and personal health information to tailor your experience on our Site, show you the content in which we think you might be interested, and display content according to your preferences. Your health information is password-protected to prevent access by other users.

B. To Request Your Feedback or Provide You With Information About our Services. We may conduct surveys on our Site in which we ask you and other visitors for contact information (such as your e-mail addresses). We use contact data from our surveys to send users information about our company and services. You have the option of choosing not to receive such e-mails at the time you register or at any time, as detailed below.

C. To Provide Offline Wellness Services. We may use information collected on the site regarding health conditions, biometric values, and health related behaviors to refer you in telephonic coaching, disease management, or other wellness programs for which you are eligible. Health professionals may also use data collected on the site to ensure effective delivery of these services.

D. We will never sell your personal information to any third party.

VI. Internet Information We Collect About You

A. Cookies Technology

enhancedcareMD uses "cookies" technology to obtain usage information from our online visitors. "Cookies" do not identify a specific user and are not used to collect any personal information. You may disable your cookie information by adjusting your browser preferences on your personal computer at any time.

B. Online Communities

enhancedcareMD provides forums where you can share information with other users. Any posting, transmitting, or uploading ("Posting") of any sort of text, photograph,

video, audio, or any other sort of content ("Material") is public to the users on the site. ***Any Material you share in a Posting is by design open to the public and is not a private, secure service.*** enhancedcareMD is not responsible for any material Posted, and you should exercise caution when Posting any personal Material, and consider not Posting personal material at all. Please refer to the [enhancedcareMD Terms and Conditions](#) for more information regarding Posting.

VII. Our Online Communication Practices

A. Interactive Web Features

By accessing certain interactive features in the Site, you agree to receive certain communications. In addition, you agree that we may use interactive tools while you are on the Site itself to contact you. It is your choice whether or not you wish to respond to any such communications.

B. Links to Other Web Sites

This Site may contain links to other sites. enhancedcareMD is not responsible for the security, privacy practices, or the content of such Web sites. Please read the privacy statements, terms and conditions, and any other legal information of the linked Web sites that you visit.

VIII. Correction, Updating, and Removal of Your Information

This health portal Site gives users the following options for opting out of receiving information from us, updating and removing self-entered personal information they have provided, and changing preferences with respect to receiving future communications:

- You may correct, update, or remove your self-entered personal information yourself from the enhancedcareMD tools that collect and store your data by going back to the specific tool, logging-in, and making the desired changes;
- You can log onto our system and manage your profile settings through the "My Account page"; or,
- You can send mail to the following postal address and request an amendment to your information from the portal.

enhancedcareMD Customer Service
421 Penbrooke Drive, suite 5

Penfield, NY 14526

If you choose to remove your self-entered personal or identifiable information or not supply us with your personal or identifiable information, you will be unable to access or fully use the functionality of some of the enhancedcareMD Health Portal Site features, such as the Personal Health Record and e-newsletters.

In addition if you change your self-entered information from our portal display, it will not be feasible or possible to do so from our back-up media, nor is it technologically possible to remove each and every record of the information that you may have provided to enhancedcareMD.

IX. Notification of Changes to This Privacy Policy

enhancedcareMD may modify this Privacy Policy at any time in its discretion, so please review it frequently. Your continued use of enhancedcareMD will indicate acceptance of any such material change, or you may opt-out of continuing to use the Site.

enhancedcareMD may make non-material changes to the Privacy Policy that do not affect your personal or health information. For these instances, we may not notify you of such non-material changes.

X. Contacting Us Regarding the Site or Services

If you have any questions about this privacy statement, the practices of this Site, or your dealings with this Site, you can contact us via post or connect with us via our home web site www.enhancedcareMD.com:

Customer Service
enhancedcareMD
421 Penbrooke Drive, suite 5
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