

# Patient notice of privacy practices

*Important – read carefully – this patient notice of privacy practices describes how medical information about you may be used and disclosed and how you can get access to this information. Please review it carefully. This notice is provided in conjunction with (and not in substitution of) other notices and terms of use located for reference purposes on the product application.*

Upon initial installation and/or use of the HealthEd On Demand LLC Software Platform (“HEOD”), any associated software, services, media, printed material, electronic documentation and related methods and techniques provided or made available to me by Licensor (collectively, the “Product”), I (“I” or “you” or “patient”) authorized each of my physicians, pharmacists and other healthcare providers (together, “Providers”), and HealthEd On Demand LLC (“Licensor” or “we” or “us”) to disclose my protected health information in accordance with this notice and the **Patient Authorization to Use/Disclose Health Information**, which describes my rights relating to Licensor’s disclosure of my information.

## Notice information

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This notice covers Licensor and its agents and employees. The notice also covers other health care providers that use the Product to care for patients (such as physicians, physician assistants, therapists, and other health care providers not employed by Licensor), unless these other health care providers give you their own notice of privacy practices that describes how they will protect your medical information. Licensor, by virtue of its hosting of the Product application, may share your medical information with these other health care providers to contribute to your treatment, payment and health care operations. Federal and state laws require Licensor to protect your medical information and federal law requires Licensor to describe to you how we handle that information. When federal and state privacy laws differ, and the state law is more protective of your information or provides you with greater access to your information, then state law will override federal law.

## Specific authorizations

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Specifically, I authorize Providers and Licensor to receive, use, and disclose my Protected Health Information in order to (i) enroll me in, and contact me about, Product programs; (ii) provide me with educational materials, information, and services related to my treatment; (iii) verify, investigate, assist with, and coordinate my use of the Product; (iv) conduct market analyses or other commercial activity, including aggregating my Protected Health Information with other data for such analyses; (v) assist with analysis related to quality, efficacy, and safety for products and services described or referred to in the Product; and (vi) de-identify my Protected Health Information for use for any purpose under applicable law. Providers and Licensor may also further use and disclose my Protected Health Information as required or permitted by law. I understand that once my Protected Health Information has been disclosed to Providers and Licensor, federal privacy laws may no longer protect the information and that my Protected Health Information may be subject to re-disclosure.

## Product and content authorizations

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Except as otherwise stated, I further authorize Providers and Licensor to use information collected via the Product to improve the content of Product, to customize the Product to my preferences, to communicate information to me, for marketing and research purposes, to disclose health-related benefits or services that may be of interest to me,

and for any other purposes specified herein or authorized by me in this notice or in the Patient Authorization to Use/ Disclose Health Information.

## Authorizations required or authorized by law

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In addition, Providers and Licensor may make full use of all information acquired through the Product that is not in personally identifiable form and that is otherwise authorized or approved by me in accordance with HIPAA regulations, and may further disclose such information as required by law or other judicial proceedings or to avert a serious threat of harm made known to Licensor.

## Aggregate information

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In accordance with HIPAA regulations, Licensor may combine, in a non-identifiable format, the personal health information I provide with information from other users to create aggregated data that may be disclosed to third parties. Aggregate data does not contain any information that could be used to contact or identify any individual patient. Depending on the circumstances, Licensor may or may not charge third parties for this aggregate data. Licensor requires parties with whom it shares aggregate data to agree that they will not attempt to make this information personally identifiable, such as by combining it with other databases. For example, Licensor may use information gathered to create a composite profile of all the users of a particular content source. These third parties may use this information to understand community needs and to design appropriate programs and activities for such users. Licensor will not disclose any personal health information to any third party without the patient's prior permission, except as otherwise permitted by law and otherwise disclosed by any terms of use or privacy notices published by Licensor or contained in this notice.

## Family members or friends involved in your care

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Licensor may disclose relevant protected health information to a family member or friend who is involved with my care. We find that many patients want us to discuss their care with their family members and others to keep them up-to-date on their care, to help them understand their care, to help in handling bills, or to help in the scheduling of appointments. In a disaster situation, Licensor also may disclose relevant protected health information to disaster relief organizations to help locate family members or friends or to inform them of a patient's location, condition or death. If family members or friends are present while care is being provided, Licensor will assume that my companions may hear the discussion, unless I state otherwise. If I do not want Licensor to disclose my protected health information to my family members or others who are involved with my care or handling bills, I will inform the person assisting during registration and/or admission.

## Cookies

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Licensor may collect Non-Personal Information about your use of the Product and Licensor's Web site including use of selected content, sponsors and advertisers through the use of Cookies. Every computer that accesses the Product or Licensor's Web site is assigned a different Cookie by Licensor. The information collected by Cookies helps us generate advertising and content on Web pages or in newsletters, allows us to statistically monitor how many people are using our Product or Web site and selected sponsors' and advertisers' sites, how many people open our emails, and for what purposes these actions are being taken. We may use Cookie information to deliver certain advertisements to your browser on our owned or operated Product or Web sites based on areas of the Web Site that you have

visited during the same session or to determine the popularity of certain content or advertisements. In connection with our sale of advertising we may allow third parties to place a cookie on your browser in order to enable advertisers to recognize your browser in order to deliver an advertisement based on non-personally identifiable information. Cookies are also used to facilitate and authenticate a user's log-in, as navigation aids and as session timers. We also use Cookies in order to enable us to conduct surveys for our own use and on behalf of our advertisers. These Cookies are used to determine whether you have seen certain content or advertising so that we may request your opinions. Most browser software can be set to reject all Cookies. Most browsers offer instructions on how to reset the browser to reject Cookies in the "Help" section of the toolbar. If you reject our Cookies, the log-in and authentication functions will not work. If you do not accept our Cookies, you can no longer use the HEOD site. We do not link Non-Personal Information from Cookies to Personally Identifiable Information without your permission and do not use Cookies to collect or store Personal Health Information about you.

## Third parties collecting information on licensor's behalf

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Third parties under contract with Licensor may use Cookies or Web Beacons to collect Non-Personal Information about your usage of Licensor's sites. These third parties may use this information, on our behalf, to help Licensor deliver our advertising on other sites on the Internet based on your browsing activity on our sites. Licensor may further tailor the advertising on these third party sites based on other Non-Personal Information such as your geographic location (zip code), gender and/or age range to the extent known by these third parties. If your browser is set to reject cookies, the Non-Personal Information will not be sent to these third parties and will not be used to deliver ads on third party sites.

## Newsletters & emails

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At registration and at various times as you use of the Product Licensor's Web site, you will be given the option of receiving recurring informational or promotional newsletters via email from Licensor and/or directly from third parties. These emails will not contain Personal Health Information. When you sign up for our email newsletters or at any time, you can choose to Opt-In to receiving additional promotional emails from Licensor or our Sponsors. In order to subscribe to Licensor newsletters via email, we need your contact information, like name and email address. You can unsubscribe from the newsletters by simply following the directions included at the bottom of each email newsletter you receive from Licensor. If you have difficulties with subscribing or unsubscribing to our website, please contact us and let us know about your problem.

## Children

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We are committed to protecting the privacy of children. Neither Licensor nor the Product and any of its services are designed or intended to attract children under the age of 13. We do not collect Personally Identifiable Information from any person we actually know is under the age of 13. A parent or guardian, however, may use the Product to establish an account for a minor. The parent or guardian is solely responsible for providing supervision of the minor's use of the Product. The parent or guardian assumes full responsibility for ensuring that the registration information is kept secure and that the information submitted is accurate. The parent or guardian also assumes full responsibility for the interpretation and use of any information or suggestions provided through the Product for the minor.

## Remuneration

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The disclosures authorized in this notice may result in direct or indirect remuneration to Licensor from any of its agents, affiliates, business associates, or any other third party.

## Revoking or limiting authorization

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I understand that I may cancel (revoke) this Authorization at any time or limit/restrict my Authorization by mailing a letter requesting such revocation to: HealthEd On Demand LLC, 100 Walnut Avenue, Suite 407, Clark, NJ 07066, Attn: HEOD TECH.

## Right to a list of certain disclosures

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I can ask Licensor for a list of the persons or organizations to which Licensor has disclosed my protected health information. This list would provide me with a summary of certain disclosures Licensor has made that I would not otherwise be in a position to know about. The following are examples of disclosures that would not be included in the list:

- disclosures to carry out treatment, payment and health care operations;
- disclosures made directly to you (the patient) or disclosures that you have specifically authorized;
- disclosures to persons involved in your care;
- disclosures incident to a use or disclosure that is otherwise permitted or required by law;
- disclosures made for national security or intelligence purposes; or
- disclosures made to correctional institutions or law enforcement officials having custody over a patient.

To get a copy of the list, submit a written request to: HealthEd On Demand LLC, 100 Walnut Avenue, Suite 407, Clark, NJ 07066, Attn: HEOD TECH. The request must state a time period (beginning no earlier than April 14, 2003 when the federal privacy rules go into effect and for no longer than six years). The first list requested within a 12-month period shall be provided at no charge. For additional lists requested during the same 12-month period, Licensor may charge for the costs of providing the list.