

AMC HEALTH PRIVACY POLICY

Your privacy is important to Advanced Monitored Caregiving, Inc. (“AMC Health”). As a result, we’ve developed a Privacy Policy that covers how we collect, use, disclose, transfer, and store your information. Please take a moment to familiarize yourself with our privacy practices and let us know if you have any questions.

A. Collection and Use of Personal Information

Personal information is data that can be used to uniquely identify or contact a single person.

You may be asked to provide your personal information anytime you are in contact with AMC Health or an AMC Health affiliated company. AMC Health and its affiliates may share this personal information with each other and use it consistent with this Privacy Policy. They may also combine it with other information to provide and improve our products, services and content.

B. What personal information we collect

When you create an AMC Health User ID, register for a class or webinar at AMC Health, or participate in an online survey, we may collect a variety of information, including without limitation, your name, mailing address, phone number and email address. Some of our interactive tools and services may request you to submit limited health information, which would also be considered personal information. You are responsible for ensuring the accuracy of the information that you submit to AMC Health. Inaccurate information will affect your experience when using our site and our ability to contact you as described in this Privacy Policy.

C. How we use your personal information

The personal information we collect allows us to keep you updated on AMC Health’s latest product/service announcements, upcoming events and other noteworthy company developments. It also helps us to improve our services, content, and advertising. If you don’t want to be on our mailing list, you can opt-out any time by contacting us.

We also use personal information to help us develop, deliver, and improve our products, services, content, and advertising. We may also use personal information for internal purposes such as auditing, data analysis, and research.

From time to time, we may use your personal information to send you important notices, such as communications about changes to our terms, conditions, and policies, including without limitation, this Privacy Policy. Because this information is important to your interaction with AMC Health, you may not opt-out of receiving these communications.

D. Collection and Use of Non-Personal Information

We also collect non-personal information – data in a form that does not permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose.

We may collect information such as occupation, language, zip code, area code, unique product identifier, IP (Internet Protocol) address, location, number of users, and the time zone where an AMC Health website visitor is located, and/or a visitor's activities / utilization of our website. This information is aggregated and used to help us provide more useful information to our customers and to understand which parts of our website, products, and services are of most interest. Aggregated data is considered non-personal information for purposes of this Privacy Policy.

If we do combine non-personal information with personal information, the combined information will be treated as personal information for as long as it remains combined.

E. Cookies and Other Technologies

AMC Health's website, online services, interactive applications, email messages, and advertisements may use "cookies" and other technologies such as pixel tags and web beacons. These technologies help us better understand user behavior, tell us which parts of our website people have visited, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by cookies and other technologies as non-personal information. However, to the extent that IP addresses or similar identifiers are considered personal information by local law, we also treat these identifiers as personal information. Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for purposes of this Privacy Policy.

AMC Health and our partners also use cookies and other technologies to remember personal information when you use our website, online services, and applications. Our goal in these cases is to make your experience with AMC Health more convenient and personal, thereby providing you with a more customized and useful experience.

If you want to disable cookies, check with your provider to find out how to disable cookies. Please note that certain features of the AMC Health website may not be available once cookies are disabled.

As is true of most websites, we gather some information automatically and store it in log files. This information includes IP addresses, browser type and language, Internet service provider (ISP), referring and exit pages, operating system, date/time stamp, and clickstream data.

We use this information to understand and analyze trends, to administer our site, to learn about user behavior on our site, and to gather demographic information about our user base as a whole. AMC Health may use this information in our marketing and advertising services.

In some of our email messages, we may use a "click-through URL" linked to content on the AMC Health website. When customers click one of these URLs, they pass through a separate web server before arriving at the destination page on our website. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked in this way, you should not click text or graphic links contained in the email messages.

Pixel tags enable us to send email messages in a format customers can read, and they tell us whether mail has been opened. We may use this information to reduce or eliminate messages sent to customers.

F. Disclosure to Third Parties

At times AMC Health may make certain personal information available to strategic partners that work with AMC Health to provide products and services, or that help AMC Health market to customers. Personal information will only be shared by AMC Health to provide or improve our products, services and advertising; it will not be shared with third parties for their marketing purposes.

G. Service Providers

AMC Health shares personal information with companies who provide services such as information processing, data analysis, certifications, fulfilling customer orders, delivering products to you, managing and enhancing customer data, providing customer service, assessing your interest in our products and services, and conducting customer research or satisfaction surveys. These companies are obligated to protect your information.

H. Others

It may be necessary – by law, legal process, litigation, and/or requests from public and governmental authorities within or outside your state of residence – for AMC Health to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate.

We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions or to protect our operations or users. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

I. Protection of Personal Information

AMC Health takes precautions — including administrative, technical, and physical measures — to safeguard your personal information against loss, theft, and misuse, as well as against unauthorized access, disclosure, alteration, and destruction. Thus, while we make every effort to safeguard your personal information. We cannot, however, guarantee that it is completely secure from people who might attempt to evade security measures or intercept transmissions over the Internet.

When you use some AMC Health products, services, or applications or post on an AMC Health forum, chat room, or social networking service, the personal information you share is visible to other users and can be read, collected, or used by them. You are responsible for the personal information you choose to submit in these instances. For example, if you list your name and email address in a forum posting, that information is public. Please take care when using these features.

J. Integrity and Retention of Personal Information

AMC Health makes it easy for you to keep your personal information accurate, complete, and up to date. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

K. Access to Personal Information

You can help ensure that your contact information and preferences are accurate, complete, and up to date by contacting us. For other personal information, we make good faith efforts to provide you with access so you can request that we correct the data if it is inaccurate or delete the data if AMC Health is

not required to retain it by law or for legitimate business purposes. We may decline to process requests that are unreasonably repetitive, require disproportionate technical effort, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law. Access, correction, or deletion requests can be granted by contacting us.

L. Children

We do not knowingly collect personal information from children under the age of 13. If we learn that we have collected the personal information of a child under 13 years old, we will take steps to delete the information as soon as possible.

M. Leaving the AMC Website

This Privacy Policy applies only as long as you remain on the AMC Health website. Once you leave our site to visit another site, we have no control over your privacy or security issues even if you reached the other site by clicking on a link within the AMC Health website.

N. Third-Party Sites and Services

AMC Health website, products, applications, and services may contain links to third-party websites, products, and services. Our products and services may also use or offer products or services from third parties – for example, a third-party app. Information collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

O. Our Companywide Commitment to Your Privacy

To make sure your personal information is secure, we communicate our privacy and security guidelines to AMC Health employees and strictly enforce privacy safeguards within the company.

P. Privacy Questions

If you have any questions or concerns about AMC Health's Privacy Policy, please contact us at privacy@amchhealth.com.

Q. Modifying Our Privacy Policy

AMC Health may update its Privacy Policy from time to time. When we change the policy in a material way, a notice will be posted on our website along with the updated Privacy Policy.

AMC Health, 39 Broadway, Suite 540, New York, NY 10006.

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