

Medical Marketing Whiz Privacy Policy

What personal information do we collect from the people that visit our blog, website or app?

When ordering or registering on our site, as appropriate, you may be asked to enter your name, email address, phone number or other details to help you with your experience.

When do we collect information?

We collect information from you when you subscribe to a newsletter, fill out a form or enter information on our site.

How do we use your information?

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To allow us to better service you in responding to your customer service requests.
- To send periodic emails regarding your products and services.

How do we protect visitor information?

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user enters, submits, or accesses their information to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

Do we use 'cookies'?

We may use cookies for tracking purposes

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer) settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.

If you disable cookies off, some features will be disabled that make your site experience more efficient and some of our services will not function properly.

Third Party Disclosure

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information.

Google

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users.

<https://support.google.com/adwordspolicy/answer/1316548?hl=en>

We have implemented the following:

- Remarketing with Google AdWords
- Google Display Network Impression Reporting
- Demographics and Interests Reporting

We along with third-party vendors, such as Google use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions, and other ad service functions as they relate to our website.

Opting out:

Users can set preferences for how Google advertises to you using the Google Ad Settings page. Alternatively, you can opt out by visiting the Network Advertising initiative opt out page or permanently using the Google Analytics Opt Out Browser add on.

COPPA (Children Online Privacy Protection Act)

When it comes to the collection of personal information from children under 13, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, the nation's consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under 13.

Fair Information Practices

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

We will notify the users via email

- Within 7 business days

We also agree to the individual redress principle, which requires that individuals have a right to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or a government agency to investigate and/or prosecute non-compliance by data processors.

CAN SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions.

To be in accordance with CANSPAM we agree to the following:

- NOT use false, or misleading subjects or email addresses
- Identify the message as an advertisement in some reasonable way
- Include the physical address of our business or site headquarters
- Monitor third party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly
- Allow users to unsubscribe by using the link at the bottom of each email

If at any time you would like to unsubscribe from receiving future emails, you can email us at

- Follow the instructions at the bottom of each email.

and we will promptly remove you from ALL correspondence.

HIPAA Privacy Policy

I. General HIPAA Statement:

THIS NOTICE DESCRIBES HOW MEDICAL INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION. PLEASE REVIEW IT CAREFULLY.

Medical Marketing Whiz provides electronic messaging and related technology services to and on behalf of health care providers for potential health care customers. By submitting individually identifiable health information to Medical Marketing Whiz, including your name, contact information, and potential health concerns, it is expected that Medical Marketing Whiz will possess such individually identifiable health information that may be protected under the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

Furthermore, by submitting this potentially protected health information (PHI) to Medical Marketing Whiz, you agree that Medical Marketing Whiz may share such PHI with the specific health care provider from which you are seeking potential care, treatment, and education regarding a potential health concern.

In compliance with HIPAA, the HIPAA Privacy Regulations, and the Health Information Technology for Economic and Clinical Health Act of 2009 (HITECH), Medical Marketing Whiz:

- does not use or further disclose PHI other than as expressly permitted;

- does not sell, trade, or otherwise transfer to outside parties your PHI;
- keeps your PHI stored in secured networks and is only accessible by Medical Marketing Whiz agents, who have special access to such systems; furthermore, all sensitive and/or credit information you submit is encrypted via Secure Socket Layer (SSL) technology;
- agrees to ensure that any agents, including subcontractors, to whom it provides PHI received from, or created or received by Medical Marketing Whiz on behalf of the medical provider, also will agree to the same restrictions and conditions of confidentiality; and,
- shall make reasonable efforts to limit the use and/or disclosure of PHI to the minimum amount of information necessary as required by the medical provider to accomplish the intended purpose of the use or disclosure. If you have any questions or request further information about Medical Marketing Whiz's privacy policies, please contact us at (888) 418-8065.