



Medicine In Practice, Inc. Privacy Policy

General

This Privacy Policy sets out how Medicine In Practice (MIP) uses and protects any information that you provide to us either through our registration process or as a visitor when you use our website. MIP is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using our site, then you can be assured that it will only be used in accordance with this Privacy Statement. MIP may change or update this policy from time to time by updating this page. You should check this page periodically to ensure that you are happy with the changes. This policy is effective from the 1st of June 2015.

What information MIP Collects

We collect both general non-personal information and specific personal information depending on your use of our website and services.

General Information

Like most websites operators, MIP collects non-personally-identifying information of the sort that web browsers and servers typically make available, such as browser type, language preference, referring site and the date and time of visits. MIP also collects aggregate traffic data to our web services.

Personal Information-Registered Users

In order to use certain features of our website, users must register for an account by providing their email address, first and last name and salutation (if any). We may also collect an address (city, state and Country). MIP will also store the username and password you create for your registration. MIP also uses 'cookies' – small amounts of data stored on your computer.

What we do with the information we gather

MIP requires the above information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping
- Follow traffic flow to the site.
- MIP may offer certain sites which allow a user to opt-in to receiving certain materials including newsletters, announcements of new features or functionality, and surveys.
- Registered users may access certain features for training materials. MIP uses may track use of the materials and progress through this feature.
- To improve our products and services
- To periodically send promotional emails about new products, special offers, announcements and other information which we think you may find interesting using the email address which you have provided
- MIP may allow for users to contribute content to the site. Any materials or content posted may be seen by third parties and the general public, including a user's username. MIP is a public site. It is important to note that certain information, statements, data and content which you may submit to MIP for posting, may reveal your gender, ethnic origin, nationality, age and/or other personal information about you.
- MIP may track users for purposes of issuing certificates, quizzing and learning comprehension.

Information we share

We do not share personal information with companies, organizations and individuals outside of MIP unless one of the following circumstances applies:

- With your consent

We will share personal information with companies, organizations or individuals outside of MIP when we have your consent to do so. We require opt-in consent for the sharing of any sensitive personal information.

- With domain administrators

If your Account is managed for you by a domain administrator (for example, a corporate admin or supervisor) then your domain administrator and/or supervisor who provide user support to your organization or have supervisory authority may have access to your use, including:

- view statistics regarding your account, including test results and usage.
- change your account password.
- suspend or terminate your account access.
- access or retain information stored as part of your account.
- receive your account information in order to satisfy applicable law, regulation, legal process or enforceable governmental request.
- restrict your ability to delete or edit information or privacy settings.

Please refer to your domain administrator's privacy policy or your company's/ institutions' SOP for more information.

- For external processing

We provide personal information to our affiliates or other trusted businesses or persons to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures, this may include secure processing of payments by third parties.

- For legal reasons

We will share personal information with companies, organizations or individuals outside of MIP if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:

- meet any applicable law, regulation, legal process or enforceable governmental request.
- enforce applicable Terms of Service, including investigation of potential violations.
- detect, prevent, or otherwise address fraud, security or technical issues.
- protect against harm to the rights, property or safety of MIP, our users or the public as required or permitted by law.



We may share aggregated, non-personally identifiable information publicly and with our partners – like publishers, advertisers or connected sites. For example, we may share information publicly to show trends about the general use of our services.

If MIP is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of any personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

What we do NOT do with the information we gather

MIP wishes to protect your privacy, which is why we do **NOT** do the following:

- We will **NOT** provide email addresses or other information to third parties
- We do **NOT** release addresses to a third party

MIP does not share your information with third parties, outside of the scope described in this Privacy Policy but certain information may be analyzed using third party software or services, such as Google Analytic

How we use Cookies

A cookie is a small data file which is placed on your computer's hard drive. The cookie helps analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. Cookies allow MIP to internally keep track of usage sessions, what page you are on, and other relevant information such as recognizing if a user has signed in. MIP's use of cookies is for internal purposes to allow proper functionality of our website. MIP's use of cookies does **NOT** give us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies through your browser settings. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Links to other Websites or Affiliates

MIP website and reference materials may contain links to other websites or affiliates. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide while visiting such sites and these sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Protection of Certain Personally-Identifying Information

MIP discloses potentially personally-identifying information only to those of its employees, contractors and affiliated organizations that (i) need to know that information in order to process it on behalf of MIP or to provide services at MIP websites, and (ii) that have agreed not to disclose it to others. MIP will not rent or sell potentially personally-identifying and personally-identifying information to anyone. Other than to its employees, contractors and affiliated organizations, as described above, MIP discloses potentially personally-identifying and personally-identifying information only in response to a subpoena, court order or other governmental request, or when MIP believes in good faith that disclosure is reasonably necessary to protect the property or rights of MIP, third parties or the public at large. MIP takes all measures reasonably necessary to protect against the unauthorized access, use, alteration or destruction of potentially personally-identifying and personally-identifying information.

Business Transfers

If MIP, or substantially all of its assets were acquired, or in the unlikely event MIP goes out of business or enters bankruptcy, user information would be one of the assets that is transferred or acquired by a third party. You acknowledge that such transfers may occur and that any acquirer of MIP may continue to use your personal information as set forth in this policy.



ADS

Ads appearing on any of our websites may be delivered to users by advertising partners, who may set cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement to compile information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. This privacy policy covers the use of cookies by MIP only and does not cover the use of cookies by any advertiser.

Change log:

Version: 2.0
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