

NVY CENTER, INC.
(WWW.NVYCENTER.COM)

PRIVACY POLICY

NVY Center, Inc., a medical management company, and/or all of its managed professionals (collectively referred to as the “practice”) respects your personal privacy and is committed to adhering to federal and state privacy laws and industry guidelines in order to protect you and your identity. This Privacy Policy describes how we handle the personal information that you provide to us on the Website.

Please be sure to read this Privacy Policy before using the Website or submitting information to us. By using the Website, you accept and agree to our privacy practices. Our Privacy Policy may change from time to time and your continued use of the Website means that you accept such changes, so please check this area periodically for updates to this Privacy Policy.

1. INFORMATION THE PRACTICE COLLECTS FROM YOU

Active Information Collection

Like many other web sites, we actively collect information from users of our Website both by asking specific questions through the chart update information submission, registration and other features of the Website and by permitting you to communicate directly with us via e-mail. Some of the information that you submit during any chart update information submission, registration or other online process, may be personally identifiable (that is, information that can be uniquely identified with you, such as your name, address, phone number, fax number, e-mail address, social security number, date of birth, etc.) and may include other sensitive information, such as your health information.

When you visit the Website, we will not collect any personally identifiable or other sensitive information from you unless you provide it to us voluntarily. If you choose to register, during the registration process you will be asked for certain information, most of which is required in order to complete the registration. We will inform you which information is optional.

The Practice does not have control over the privacy policies applied by any other party to whom you may disclose information. Third party sites that are linked to from the Website are not under the control of the Practice and we are not responsible for their content or privacy policies. If you would like information on any other party’s privacy policy, you should contact that party directly, and we encourage you to do so.

Passive Information Collection

As you navigate through a web site, certain information can be passively collected (that is, gathered without you actively providing the information) using various technologies and means, such as navigational data collection. Like most web site operators, we track some of this anonymous information. We passively collect information to understand what areas of the Website are most popular, which areas may require improvement and what technologies are being used by our patients. This information helps us to update and improve the Website. We

also use this information for security purposes, to detect and to block security breaches and to provide you with a safe online environment. The Practice does not collect personally identifiable information automatically, but we may tie information collected automatically to your previously submitted personally identifiable information.

2. HOW THE PRACTICE USES YOUR INFORMATION

The Practice uses your personal information to enhance the operation of the Website and allow you to use all of its features. The Practice undertakes to comply with all applicable health information privacy laws.

Your contact information, health and medical information will be used for the purposes for which you supplied it to us (e.g., updating your chart or making an appointment), to send you related notices or materials and to respond to your comments or requests for information. If you direct comments to us or request information from us, we may ask you questions in an effort to tailor our response to your situation. We may also enhance or merge personally identifiable information with data obtained from third parties for the same purpose.

The Practice will not sell your personally identifiable information to any outside organization without your consent. The Practice may disclose your personal information to the reputable vendors that assist us in processing information or delivering materials or services. These vendors are instructed not to use the information for any other purpose.

The Practice does not otherwise distribute to third parties your personally identifiable information. The Practice, however, will have no liability for disclosure of information obtained due to errors in transmission or the unauthorized intervention of third parties.

The Practice may provide aggregate statistics about our visitors, online traffic patterns and related information to reputable third parties, but these statistics will not include any personally identifying information. The Practice also will disclose any information that it is required to disclose by law or by an appropriate government authority.

3. CHOICES YOU HAVE ABOUT HOW THE PRACTICE USES YOUR INFORMATION

You may contact us at info@nvycenter.com if you do not want your information to be used in the manner described in this Privacy Policy or wish to correct any information that you have provided to us. If you request a correction of your information, we will use reasonable efforts to make those corrections in our files.

If you do not wish us to collect cookies, you may set your browser to refuse cookies, or to alert you when cookies are being sent. If you do so, please note that some parts of this site may then be inaccessible or not function properly.

4. HOW THE PRACTICE PROTECTS YOUR INFORMATION

We have implemented both technical and procedural methods to maintain the integrity and security of all sensitive information under our control and protect it against loss, misuse and unauthorized alteration.

This site contains links to other web sites operated by third parties that are provided as a courtesy to you. We cannot control these third-party sites, which may collect personal information from you. When you follow a link and leave this site, you do so at your own risk.

5. WHAT THE PRACTICE DOES ABOUT CHILDREN VISITING THE WEB SITE

The Website is not intended for children under the age of 18. We will not knowingly collect information from site visitors in this age group. We encourage parents to talk to their children about their use of the Internet and the information they disclose online. If a child has provided us with personally identifiable information, a parent or guardian of that child may contact us via e-mail at info@nvycenter.com if they would like this information deleted from our records. We will use reasonable efforts to delete the child's information from our databases.

6. HOW YOU CAN CONTACT THE PRACTICE

If you have any questions, comments, or concerns about this Privacy Policy or the information practices of the Website, please contact Chris Cardillo, Esq. at chris@nvycenter.com.