

AMP Privacy Information

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Capitalized terms used without definition will have the meanings given in the AMP Product Page or in the Terms and Conditions.

I. AMP Website Visitor Information.

AMP websites (e.g., AMP Websites and AMP E-Stores) visitor data is used by Modernizing Medicine and its third-party service providers to operate the website and provide the AMP Products. Depending on Client's website or AMP Products, the following visitor personal information may be collected:

- a. Personal profile, account, geographic, and demographic information may be collected and used to allow access to the website, provide operational functions and services requested, and to operate the features of the website in conjunction with Client's use of social media interactions and third-party providers (such as Facebook).
- b. Transaction information may be used to determine how a visitor interacts with the website and its services, email, and other communications associated with the website.
- c. Device geographic location information may be used to transmit location data or IP address to provide location-enabled features of the website.
- d. Appointment information may be used to schedule an appointment or provide online appointment consultation services and may include the requested appointment information (which may be linked with health or legal information that a visitor chooses to provide).
- e. User submissions, which generally include information a visitor voluntarily provides (e.g., through free-form text boxes, forums, document upload, or data retrieval or import), is collected and used to provide requested services.

II. Cookies and Other Technologies.

Modernizing Medicine and its third-party service providers may collect and store certain technical information when a visitor uses an AMP website (e.g., AMP Websites and AMP E-Stores) and other AMP Products. For example, servers receive and automatically collect information about a visitor's computer and browser, including IP address, browser type, and domain name from which the visitor accessed the website. If access to AMP websites and other AMP Products are from a mobile or other device, a unique device identifier assigned to that device (UDID), type of device, or general GPS location, may be collected in order to serve content to it and to improve the experience in using the AMP websites or other AMP Products. Also, cookies and other tracking technologies (e.g., browser cookies, pixels, beacons, etc.) may be used to help recognize visitors across different AMP websites and other AMP Products, improve the user experience, increase security, and measure the use and effectiveness of AMP Products.