



Your Health Record. Your Way. **Your Life.**

## **PRIVACY POLICY**

Last Updated: February 5, 2018

### **OUR PRIVACY COMMITMENT TO OUR CUSTOMERS AND OTHER VISITORS**

EMERGENCY INFORMATION TECHNOLOGIES, LLC, EMTeLINK® and Control.health is committed to the protection of personal privacy. EMTeLINK® has created this privacy policy in order to demonstrate EMTeLINK® commitment to the privacy and protection of Personal Information (as defined below) of our consumers and other visitors of EMTeLINK® websites including without limitation the EMTeLINK® Portal and web-related services (collectively, the “Site(s)”). This privacy policy is a guideline that explains our information practices and the choices you can make about the way your information is collected and used via this Site.

You should carefully read this privacy policy because it will affect your use of the Site(s), and the services that EMTeLINK® offers through the Site and, specifically, the use of Personal Information (as defined below) collected via the Sites. The policy does not represent a binding obligation, and is intended to reflect our web-related privacy practices. This privacy policy only applies to transactions conducted through our Sites, and does not cover offline transaction or transaction conduct through third party sites.

### **INFORMATION COLLECTED BY EMTeLINK®**

We collect personally identifiable information, including, without limitation, non-public personal information, such as name, address, telephone number, social security number, email address, employment information, military status, health or medical data, demographic information, financial information which may include bank account and credit card information, and information about your reasons for doing business with us (collectively, “Personal Information”). At other times, we may collect information that cannot be used to directly identify you. For example, we may aggregate non-personal information about you and other customers who visit our Site. In order to provide you with effective products and services, we may collect personal and non-personal information about you from affiliated entities, business partners, service providers, and other third parties.

### **HOW EMTeLINK® COLLECTS NON-PERSONAL AND PERSONAL INFORMATION**

EMTeLINK® uses a number of tools to collect information about you, your computer, and the web browser that you use to connect to our Sites. These tools include, without limitation, your IP address, the type of browser, the time that your browser was used to access our Site, the content from our cookies, and the referring website address. Our Web server also automatically collects click stream information such as the address (or URL) of the website that you came from before visiting our Site, which pages you visit on our Site, which browser you used to view our Site and any search terms you may have entered on our Site, among other things. We use cookies, which are tiny text files that we place on your computer’s hard drive when you visit our Site. Cookies help us personalize your Site experience. You do not have to accept our cookies and you may delete them after they have been placed on your hard drive. If you do not accept or delete our cookies, some areas of our Site that you access may not function properly. We collect information on the pages that you visit, the advertisements that you click, and based on other actions you take while using our Site.

We may also use other standard web-based technologies to analyze your movements while accessing our Site. The technologies include, web “beacons,” “pixel tags,” and “clear gifs.” These technologies help us ascertain the effectiveness of our advertising campaigns, allow us to customize the services offered on our Site, and help determine the best use for content and programming. Some of this information, including the IP address that we obtain from your browser, is stored on server logs, and may be available for extended periods of time. Tracking technologies may be used to monitor your interactions with the advertisements while on the Site. The technology will allow EMTeLINK® or its business partners to provide targeted advertising and evaluate the effectiveness of their advertising campaigns.

## EMTeLINK® USES OF YOUR PERSONAL INFORMATION

EMTeLINK® uses Personal Information to conduct business, to provide you with customer support, to perform functions that are described to you at the time of collection, and to enforce our terms and conditions, including, without limitation, the applicable use and service agreement(s) between you and EMTeLINK®. We may use Personal Information to provide you with information about the

products and services that interest you, analyze customer demographics and industry statistics, improve your Site experience, update account records, comply with all reporting and other legal requirements, and provide to our third-party service providers, such as advertisers and advertising networks with feedback information. EMTeLINK® may use your Personal Information to contact you via mail or email, or telephone or mobile devices in order to give you updates about EMTeLINK® or other third parties' product and service offerings, and promotional events that may be of interest to you.

## SHARING OF YOUR PERSONAL INFORMATION

We may monetize or share Personal Information with our affiliates or third-parties, including, without limitation, third-party medical or healthcare service providers, industry- related research businesses, trade associations, industry analysts, technical services providers and their agents, contractors or representatives as permitted by law. Affiliates and third parties may use Personal Information for any legal purpose, including, without limitation, developing and promoting new or joint products, improving existing products and services, and contacting you to offer products and services that may be of interest to you. For example, we may share Personal Information with third parties to perform services on our behalf such as fulfilling customer orders, sending EMTeLINK® marketing communications, delivering products, servicing products, fulfilling subscription services, conducting research, analysis or administering surveys, sending regular mail and e-mail on behalf of EMTeLINK® or processing credit card payments.

The third parties with whom we share Personal Information may have their own privacy policies. Those privacy policies will govern the use, handling and further disclosure by the third parties of your Personal Information once we have shared your Personal Information with such third parties. You should visit the websites and read the privacy policies of those third parties. Some third parties merely provide links to EMTeLINK® or from our Site. Those third parties will also have separate privacy policies that will govern how your information is used by those websites. We may also share aggregated data with third parties for analysis and research purposes.

EMTeLINK® may also disclose your Personal Information as is necessary to: (a) comply with a subpoena or court order; (b) cooperate with law enforcement or other governmental agency; (c) establish or exercise our legal rights; (d) protect the property or safety of our company and employees; (e) defend against legal claims; (f) help with internal and external investigations; or (g) as otherwise required by law or permitted by law. We may disclose Personal Information in connection with the sale or merger of EMTeLINK® or a related entity, or any transaction that involves the sale or assignment of some or all of our assets.

## CHOICES REGARDING YOUR PERSONAL INFORMATION

EMTeLINK® wants Personal Information to be accurate and complete. We provide several different methods for you to update your personal information. Each commercial email that we send to you will offer you the opportunity to opt-out of continuing to receive such messages. We may take up to 10 days to process your opt-out requests. In some instances, we may have already shared your information with one of our authorized third parties. In those cases, you may have to directly contact those third parties to opt-out of receiving their communications. FTC email compliance guidance allows us to send you transactional and relationship email without offering you the opportunity to opt-out of receiving those types of email.

To update your privacy choices or Personal Information such as name, address, phone number and/or e-mail information:

1. If you've created an account on EMTELINK®.COM, you can update your online account information after logging into your account.
2. Call: 1-855-EMFOTEC (855-363-6832).
3. Send a request to: support@EMTELINK.com.
4. Send a request to:EMTELINK 1280 Timberlane Rd. TALLAHASSEE, FL 32312 Attn: Compliance Team.
5. Reply to opt-out links contained in marketing emails.

If you send an e-mail or letter request, please be sure to include your current information and the requested changes.

## SECURITY OF YOUR PERSONAL INFORMATION

We endeavor to use reasonable security measures to protect the Personal Information under our control. We use a variety of information security measures to protect your online transactions with us. For example, our Site uses encryption technology, such as Secure Sockets Layer (SSL), to protect your Personal Information during data transport. Because the Internet, World Wide Web, and email systems have inherent risks, EMTeLINK® cannot ensure or guarantee the security of any information you transmit via the Internet, World Wide Web, or email. As such, your disclosure of Personal Information is at your own risk.

## NOTICE OF BREACH OF SECURITY OF YOUR PERSONAL HEALTH INFORMATION

Although unlikely, EMTeLINK®' security over your personal health information could be breached. Should a security breach at EMTeLINK® occur and an unauthorized person acquires your personal health record as maintained in an unsecured format by EMTeLINK®, EMTeLINK® shall notify you by US Mail (or e-mail if you choose) not later than sixty (60) days following discovery of the breach. EMTeLINK® will also notify the Federal Trade Commission about the breach. In certain cases, EMTeLINK® will post the occurrence of a security breach on the home page of our Site(s) and in local media outlets. EMTeLINK® is not required to notify you of a security breach affecting your personal health record if you are not a United States citizen or resident.

## CHOOSING A PERSONAL PASSWORD ON EMTELINK.COM

When you create an account on EMTELINK.COM you are required to establish a password. To maximize your level of protection, you should choose between 8 and 15 characters, using a combination of both letters and numbers. You are solely responsible for maintaining the secrecy of your password and account information. You have the ability to purchase on our Site without creating an account; however, you will need to re-enter your Personal Information each time you use our Site in order to make a purchase and/or use our services.

## COLLECTION OF CHILDREN'S PERSONAL INFORMATION

EMTeLINK® content is neither directed toward minors, nor children under the age of 13. We do not knowingly collect personal information from children under the age of 13 without parental consent. If we become aware that a child under the age of 13 has provided us with Personal Information, we will delete it from our databases.

Parents/legal guardians who have questions about Personal Information that may have been submitted by a child under the age of 13 should email us at [support@EMTELINK.COM](mailto:support@EMTELINK.COM).

## CONCERNS ABOUT THE PRIVACY OR SECURITY OF YOUR PERSONAL INFORMATION

Please contact our Compliance Team to report a known or suspected privacy or security breach or to submit privacy or security-related questions or complaints. After receiving your inquiry, we will respond within 5 business days. You may contact us in the following ways:

1. Call: 1-855-EMFOTEC (855-363-6832)
2. Send a communication to [support@EMTELINK.COM](mailto:support@EMTELINK.COM).
3. Send a letter to: EMFOTECH 1280 Timberlane Rd. TALLAHASSEE, FL. 32312, Attn: Compliance Team