

Madison Chiropractic's INTERNET PRIVACY POLICY

This Privacy Policy applies to the Madison Chiropractic website. The Madison Chiropractic website contains links to other sites. Once you enter another website (whether through an advertisement, service, or content link), be aware that Madison Chiropractic is not responsible for the privacy practices of such other sites. We encourage you to look for and review the privacy statements of each and every web website that you visit.

While you may use some of the functionality of Madison Chiropractic without registration, many of the specific tools and services on our website require registration. If you use our website without registering, the only information we collect will be Non-Personal Information using Cookies. If you choose to become a member of our website, we require a limited amount of Personally Identifiable Information, such as your name, birth date and email address.

NON-PERSONAL INFORMATION WE COLLECT

Even if you do not register with Madison Chiropractic, we collect Non-Personal Information about your use of our website, special promotions and newsletters.

Madison Chiropractic assigns every computer a different Cookie. The information collected by Cookies:

- (i) helps us to statistically monitor how many people are using our website
- (ii) how many people open our emails
- (iii) for what purposes these actions are being taken

Cookies are also used to facilitate a user's log-in, as navigation aides and as session timers, but not to retain Personal Health Information about you.

Your browser software can be set to reject all Cookies. If you reject our Cookies, certain functions and conveniences of our website may not work properly but you do not have to accept our Cookies in order to use our site. We do not link Non-Personal Information from Cookies to Personally Identifiable Information without your permission and do not use Cookies to collect or store Personal Health Information about you.

PERSONALLY IDENTIFIABLE INFORMATION WE COLLECT

As you use Madison Chiropractic, you will be given the option of receiving recurring informational/promotional newsletters via email. These emails will be of a general nature and

will in no way disclose your unique health characteristics. At the time you sign up for our email newsletters or any time thereafter, you can choose to opt-out of receiving additional promotional emails from us.

To subscribe to such newsletters, we need your contact information, such as name and email address. You can unsubscribe from the newsletters by simply clicking on the “unsubscribe” link at the bottom of any email newsletter. An email to our automated unsubscribe service will be created on your computer. Click the “send” button. You will then be unsubscribed from that newsletter within two to three business days.

When you use Madison Chiropractic’s “Email a Friend,” Madison Chiropractic emails the article or other content designated by you to your friend’s email address, listing your email address as the sender. Madison Chiropractic uses the friend’s email address only for sending your friend the email you requested. While we store the email address, we do not use it for any other purpose.

This Privacy Policy does not protect you when you send content, questions or ideas to Madison Chiropractic by email. If you want to keep them private or proprietary, do not send them in an email to Madison Chiropractic. We try to answer every email within 48 business hours, but are not always able to do so.

After you have registered as a member of Madison Chiropractic, you may choose to use certain interactive content, tools and services that may ask you to voluntarily provide other types of information about yourself including Personal Health Information. These tools do not retain or store your Personal Health Information.

We are committed to protecting the privacy of children. Neither Madison Chiropractic nor any of its services are designed or intended to attract children under the age of 13.

From time to time the Madison Chiropractic market research department, or its operations contractors acting on its behalf, conducts online research surveys in order to gather feedback about our site, our sponsors and opinions on important healthcare issues, through email invitations, surveys and online focus groups.

Personally Identifiable Information collected through market research will only be used by Madison Chiropractic and its operations contractors and will not be given or sold to a third party.

Madison Chiropractic tailors information to reflect your interests, concerns and personal health characteristics.

DISCLOSURE OF YOUR INFORMATION

Except as set forth in this Privacy Policy or as specifically agreed to by you, Madison Chiropractic will not disclose any Personally Identifiable or Personal Health Information it gathers from you on our website. We will only release Personally Identifiable or Personal Health Information to third parties:

- (i) to comply with valid legal requirements such as a law, regulation, search warrant, subpoena or court order.
- (ii) in special cases, such as a physical threat to you or others. In the event that we are legally compelled to disclose your Personally Identifiable or Personal Health Information to a third

party, we will attempt to notify you unless doing so would violate the law or court order. In addition, we may disclose Personal Information as described below.

CHANGES TO THIS PRIVACY POLICY

We will inform you if a material change to the Privacy Policy is made that involves the use of your Personally Identifiable Information. Your continued use of the Madison Chiropractic site will indicate acceptance of the changes. Please exit the site immediately if you do not agree to the terms of this Privacy Policy or any revised policy.

Effective: March 1, 2005

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Chiropractic Website by Perfect Patients.