

## **Privacy Policy**

This Privacy Policy sets forth how FireMedIV LLC (hereinafter “Practice”, “we”, “our”, or “us”), collects, uses and protects any information that you give us when you use our Website. The terms “you” or “yours” refer to the user of our Website. By using the Website, you consent to the data practices described in this Privacy Policy. If you do not agree to these terms, please do not access or use the Website.

Practice 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 this Website, you can be assured that it will only be used in accordance with this Privacy Policy.

### **Changes to Privacy Policy.**

We may change this Privacy Policy from time to time without notice to you. You acknowledge and agree that it is your responsibility to review this Website and Privacy Policy periodically and to be aware of any modifications. Your continued use of the Website after such modifications will constitute your: 1) acknowledgement of the modified Privacy Policy and 2) agreement to abide and be bound by the modified Policy.

### **Passwords.**

To use certain features of our Website, you may be issued a unique or group username and password, which you will receive through your registration and/or purchase process. You are responsible for maintaining the confidentiality of the password and account, and are responsible for all activities (whether by you or by others) that occur under your password or account.

You are not permitted to share your username and/or password with anyone. If you share your username and/or password with another person, Practice reserves the right to immediately terminate your access to the Website, program, product or service. Practice cannot and will not be liable for any loss or damage arising from your failure to protect your password or account information. You are responsible for activities that take place using your password(s) and within your account. If you share your password(s) with anyone, they may be able to obtain access to your personal information at your own risk.

You agree to notify Practice immediately of any unauthorized use of your password or account or any other breach of security, and to ensure that you exit from your account at the end of each session.

By using this Website, you agree to enter true and accurate information as part of the registration, purchase process and otherwise. If you enter a false email address, or other false or inaccurate information, we have the right to immediately inactivate your account or block your participation in any feature delivered on or through this Website.

We will use our best efforts to keep your password(s) private and will not otherwise share your password(s) without your consent, except as necessary when the law requires it or in the good faith belief that such action is necessary, particularly when disclosure is necessary to identify, contact or bring legal action against someone who may be causing injury to others or interfering with our rights or property.

**Submission, Storage and Sharing of Personal Information and How We Use It.**

Practice may collect personal information, such as your name, e-mail address, home or work address, telephone number, and financial information that you provide to us when you use our Website or purchase our programs, products, or services (“Personal Information”). By providing such information to us, you grant us permission to use and store such information. We, in turn, will use our best efforts to keep such information safe and secure.

We may also collect anonymous demographic information, which is not unique to you, such as your zip code, age, gender, preferences, interests and favorites.

If you believe that any information about you that we retain is incorrect or incomplete, please contact us as soon as possible. We will promptly correct any information found to be incorrect.

There is also information about your computer hardware and software that may be automatically collected by Practice. This information can include your IP address, browser type, domain names, access times and referring Website addresses. This information may be used by Practice for the operation of its business, to maintain quality of service, and to provide general statistics regarding use of the Website.

Practice requests and requires various personal data to understand your needs and provide you with better service. In addition, we may gather such information for the following reasons: (1) internal record keeping, (2) to keep records of customer purchases, (3) to improve our Website, programs, products, or services (4) to periodically send promotions about new programs, products or services, or other special offers from which you may unsubscribe at any time, (5) for aggregate, non-

identifiable data for market research purposes, and/or (6) to customize the respective program, product, or service you purchase or use according to your interests. You will be given the opportunity to opt-out of having your email address used for commercial emails from Practice at the time you receive any marketing email message from us. In any case, if you wish to be removed from any such Practice emails, you can send an email with “Unsubscribe” in the subject line to [info@firemediv.com](mailto:info@firemediv.com). You can also contact this email address if you would like to:

- See what information we have about you, if any.
- Change and correct any information we have about you.
- Have us delete any information we have about you.
- Express any concern you have about our use of your information.

### **Information Storage.**

All information is stored through a data management system. Practice takes precautions to protect Personal Information. When customers submit Personal Information via the Website, it is protected both online and offline. Whenever Practice collects sensitive Personal Information (such as credit card data), that information is encrypted and transmitted to Practice in a secure way. Customers can verify this by looking for a closed lock icon at the bottom of their web browser, or looking for “https” at the beginning of the address of the web page.

While Practice uses encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, customer service) are granted access to Personal Information. The computers and servers in which we store Personal Information are kept in a secure environment.

However, unfortunately, please note that no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your Personal Information, you acknowledge that (a) there are security and privacy limitations of the Internet which are beyond our control; (b) the security, integrity, and privacy of any and all information and data exchanged between you and us through this Website cannot be guaranteed; and (c) any such information and data may be viewed or tampered within transit by a third party.

### **Confidential Information.**

All Personal Information collected by Practice will be held in confidentiality and will not be disclosed to third parties, except that we may disclose Personal Information: (1) pursuant to the Terms and Conditions and this Privacy Policy, (2) if we are required to do so by law, (3) in the good-faith belief that such action is

necessary to conform to the edicts of the law, (4) to comply with legal process served on us, our partners, sponsors, investors, or affiliates, (5) to protect and defend our rights or property or those of our users and/or (6) to act as immediately necessary in order to protect the personal safety of our users or the public. Practice will not sell, distribute or lease your Personal Information to third parties unless we have your permission or are required by law to do so.

### **Access by Third Parties.**

Note that whenever you make your Personal Information available for access or viewing by third parties through our Website, programs, products, or services, and social media, the information you share also can be seen, collected and used by third parties and, therefore, we cannot be responsible for any unauthorized third party use of such information that you voluntarily share online or in any other manner. Practice also is not responsible for the privacy statements or other content on the websites outside of our Website.

### **Use of Cookies.**

A cookie is a piece of data stored on a site visitor's hard drive by a web page server to help Practice improve customers' access to our Website and identify repeat visitors to our Website. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. Like most companies, this Website may use cookies to identify which pages are being used. This helps us analyze data about webpage traffic and improve our Website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better Website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives 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. 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 our Website, programs, products, or services.

### **Use by Children.**

This Website is not designed for, nor do we believe it is appealing to, children under the age of 13. We do not knowingly collect Personal Information from children under the age of 13. We encourage children to consult with their parents before providing Personal Information.

**Contact.**

If you have any questions about any of the terms of this Privacy Policy, please contact Practice at [info@firemediv.com](mailto:info@firemediv.com).