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## PRIVACY POLICY

Online privacy concerns focus on the protection of “user identifiable information” from unauthorized use. As the term suggests, “user identifiable information” is information which can be associated with a specific individual or entity, including, for example, a user’s name, address, or telephone number, e-mail address, and information about online activities that are directly linked to them.

It is common practice and often a necessity for companies or other organizations to collect user identifiable information in order to conduct business and offer products or services.

**General:** Except as described below, iSirona will not sell, trade, or disclose to third parties any user identifiable information derived from submission of your information in connection with contacting us via the Site, or otherwise in connection with use of the Site without the consent of the user (except as required by subpoena, search warrant, or other legal process or in the event that such user is engaging in unlawful use of the Site). iSirona may, however, use and disclose to third parties user identifiable information and/or other information about you obtained from other sources.

**Collection and Use:** iSirona may collect and use your user identifiable information for various purposes, including, but not limited to, anticipating and resolving problems with your use of the Site, or to inform you of upcoming events and other product or service offerings that may be of interest to you. This means that iSirona may use your user identifiable information, whether in conjunction with information available from other sources or otherwise, to market to you, and otherwise communicate with you about other products or services that may be of interest to you. iSirona may also share user identifiable information about you with, and disclose same to other contractors that are involved in the marketing, sale and/or provision of such products or services. We may provide user identifiable information about you to third party service providers that are not affiliated with us and who perform services for us or on our behalf in order for them to provide their services or in some cases to jointly market services to you. By providing user identifiable information via the Site, you agree to this use and disclosure of such information. In addition, please be aware that any identifiable information that you voluntarily choose to display on any publicly available portion of the Site, including in User Submissions (as that term is defined in the Terms and Conditions) will become publicly available and may be collected and used by others without restriction.

**User Opt-Out:** You may choose not to receive direct marketing communications from iSirona in connection with the Site by providing notification to iSirona making such request. If iSirona receives such a request from you, iSirona thereafter (a) will not contact you directly with marketing messages about iSirona’s products or services, and (b) will not use user identifiable information obtained from your use of the Site to contact you with marketing messages about any iSirona events, products or services. You may choose not to receive such messages by notifying iSirona via e-mail or regular U.S. mail. Please note, however, that any such opt out only applies to iSirona and will not apply to any other third parties to which iSirona has supplied your user identifiable information.



**Security:** iSirona has implemented technology and security features in an effort to safeguard the privacy of your user identifiable information from unauthorized access or improper use, and iSirona will seek to continue to enhance its security procedures as new technology becomes available. However, you acknowledge and agree that perfect security is not possible and your user identifiable information could still be accessed and used by others without authorization. Your access and use of the Site constitutes your agreement that iSirona is not and shall not be responsible for any such unauthorized access and use of your user identifiable information.

**Improper Conduct:** iSirona may also use user identifiable information to investigate and help prevent potentially unlawful activity or activity that threatens the network or otherwise violates the Site's terms and conditions for usage.

**User Requests and Corrections of User Information:** iSirona honors requests from users for their own information and will correct any such information which may be inaccurate. Users may verify that appropriate corrections have been made.

**Internet Protocol Addresses:** When you access our Site, our system logs your Internet Protocol address, which while not constituting personally identifiable information, does provide general information about your location, your connection to the Internet and your Internet service provider.

**Cookies:** The Site may use "cookies" for the purpose of facilitating the gathering of non-specific user information. A cookie is a very small text file stored on a web site user's hard disk that allows a web server to recall certain information that the user has already entered previously. If you wish not to utilize cookie technology, this feature may be disabled within your web browser.

**Other Web Sites:** iSirona's privacy policy only applies to the Site. The Site may link from several points throughout the Site to third party websites and information or service providers that may collect personal information from you in order to provide you with information or services. Advertisements that may appear on pages on the Site may also request user identifiable information or provide you with access to other sites that request user identifiable information. iSirona has no control over the privacy policy of any third party or other website. Their privacy policies may differ or they may have no privacy policies. Please examine the privacy policies of such third parties prior to submitting any personal information, as they may differ from ours.

**Surveys:** iSirona may from time to time conduct surveys on the Site. Surveys are conducted at random and are completely voluntary to users of the Site. The survey may require a user to provide user identifiable information. iSirona may use this information and share it with its contractors as described above to better tailor its products, services and marketing efforts, including advertising or other content provided on the Site and/or to you in particular.

**Additional Privacy Protections for Children Using the Internet:** iSirona does not solicit or target persons younger than legal age for collection of information online. Our Site does not permit children under the age of 13 to become users and we do not accept any information from children. By submitting information via the Site you represent that you are over the age of 13. iSirona encourages minors to seek the consent of their parents before providing any information about themselves or their households to anyone on the Internet. iSirona encourages parents to take an active role to protect the privacy and security of their children and to prevent the inappropriate use of information about their children. iSirona supports the development of technologies that help parents to control the collection and use of personal information from children who use online services in their households.

**Business Transfers:** In the event that iSirona or any of its affiliates is acquired (whether by sale of assets or ownership interests) by or merged with a third party entity, we reserve the right, in any of these circumstances, to transfer or assign the information we have collected from our website visitors as part of



such merger, acquisition, sale, or other change of control. In the unlikely event of our bankruptcy, insolvency, reorganization, receivership, or assignment for the benefit of creditors, or the application of laws or equitable principles affecting creditors' rights generally, we may not be able to control how your user identifiable information is treated, transferred, or used.

**Policy Changes:** iSirona reserves the right to change its privacy policy by publishing new terms on the Site and your access and use the Site thereafter constitutes your acknowledgment and acceptance of same. This privacy policy does not create any legal right for you or any third parties.

**Questions:** Please direct any questions or comments regarding our privacy policy to [Philip Ceeley](#).

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