



## WEBSITE PRIVACY POLICY

June 2011

Medicx Media Solutions (Medicx or “We”) helps its business customers provide more relevant online and offline consumer advertising.

Medicx is committed to protecting the privacy of consumers. Medicx works with its data suppliers to ensure that it handles data consistent with the privacy guidelines developed by the Direct Marketing Association (DMA) Privacy Promise, the Online Privacy Alliance, the E-mail Service Provider Consortium, the Interactive Advertising Bureau (IAB), and the Network Advertising Initiative (NAI).

This policy explains our services and information collection practices and details the measures we have taken to protect consumers’ privacy and to ensure the integrity, security, and confidentiality of the information entrusted to us. This privacy policy covers the website [www.medicxmedia.com](http://www.medicxmedia.com).

Medicx has been awarded TRUSTe's Privacy Seal signifying that this privacy policy and practices have been reviewed by TRUSTe for compliance with [TRUSTe's program requirements](#) including transparency, accountability and choice regarding the collection and use of your personal information. The TRUSTe program does not cover information that may be collected through downloadable software. TRUSTe's mission, as an independent third party, is to accelerate online trust among consumers and organizations globally through its leading privacy trustmark and innovative trust solutions. If you have questions or complaints regarding our privacy policy or practices, please contact us at Medicx Media Solutions, LLC, 9364 East Raintree Drive, Suite 101, Scottsdale, Arizona, 85260-2200. If you are not satisfied with our response, you can contact [TRUSTe here](#).

### **Data Collected:**

Our website collects personal information such as your full name, email and phone number in case you are interested in our services so we can contact you with more information around them. We also collect demographic information such as company and title. There are no communications from our site.

We use a third-party tracking services called Google Analytics and Quantcast that use tracking technologies to track non-personally identifiable information about visitors to our site in the aggregate.

- We will share your personal information with third parties only in the ways that are described in this privacy statement. We do not sell personal information collected on our website to third parties.
- We may also disclose your personal information
  - as required by law, such as to comply with a subpoena, or similar legal process

- when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request

## **Data Retention**

We will retain your information for as long as needed to provide our services. If you wish to cancel your account or request that we no longer use your information to provide you services, contact us as described below. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## **Links to Other Sites**

This website contains links to other sites that are not owned or controlled by us. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage you to be aware when you leave our site and to read the privacy statements of each and every website that collects personally identifiable information. This privacy statement applies only to information collected by this website.

## **Data Security**

To prevent unauthorized access, maintain data accuracy, and ensure proper use of our databases, Medicx employs appropriate physical, electronic, and managerial procedures to safeguard and secure the information contained in our databases, consistent with industry practices.

## **Corporate Change of Control or Sale of Assets**

If we sell all or part of our business or make a sale or transfer of assets or are otherwise involved in a merger or business transaction, we may transfer our aggregate data to a third party as part of that transaction as long as the acquirer agrees to comply with this privacy policy or has a substantially similar privacy policy.

## **Changes to This Privacy Policy**

Medicx reserves the right to modify, alter, or otherwise update this privacy policy at any time, and you agree to be bound by such modifications, alterations, or updates. If we make material changes to our privacy policy, we will post the revised policy along with the date it was revised on this page. Your continued use of our services or website constitutes your agreement to this privacy policy and any updates. We encourage you to periodically review this privacy policy to stay informed about how we are protecting the information we collect.

## **Our Services Privacy Policy**

Please see our services privacy policy for policies related to our services at [www.medicxmedia.com](http://www.medicxmedia.com).

## Contacting Medicx Media Solutions

If you have any questions about this privacy policy, the practices of Medicx, this website, or your dealings with this website, please contact us at:

E-mail: [info@medicxmedia.com](mailto:info@medicxmedia.com)

Mail: Medicx Media Solutions

Attention: Privacy Manager

9364 East Raintree Drive, Suite 101

Scottsdale, AZ 85260

Phone: (480) 614 0060