

Customer Identifiable Information:

Protecting privacy is not a new endeavor for MD On-Line. We have a long-standing practice of recognizing and protecting the privacy of customers who use our network. We maintain strict customer information privacy policies and use state of the art technologies to safeguard customer information from unauthorized intrusions.

MD On-Line recognizes that the use of online services has created additional privacy concerns, particularly for the healthcare community. In this regard, online privacy concerns center on the protection of "customer identifiable" information that an individual or customer reasonably expects to be kept private. As the term suggests, "customer identifiable" information is information which can be associated with a specific individual or entity, including, for example, a customer's name, address, telephone number, e-mail address, and information about online activities that are directly linked to them. This "customer identifiable" information should not be confused with Protected Health Information (PHI). PHI is specifically addressed in our federally mandated Business Associate Agreements with our registered customers.

It is common practice and often a necessity for companies, government agencies, and other organizations to collect customer identifiable information in order to conduct business and offer services. For example, MD On-Line may collect customer identifiable information, such as name, address, telephone number, and a variety of other data in the course of billing for claims processing services for a provider.

Some activities on the Internet follow very familiar patterns. Consumers signing up for an Internet access service, for example, are usually asked to provide name, address, telephone number and credit card and other information that is typical when the consumer orders a product or service. Similarly, business web sites may ask visitors to supply information about themselves, particularly when information, services or merchandise are requested, but often simply to be able to better tailor the company's services to the customer's interests and requirements.

Informed Choice

MD On-Line has put in place the following Privacy Policy to protect customer identifiable information. This policy covers all MD On-Line controlled web pages and applies to all customer identifiable information that MD On-Line obtains when a customer registers for and/or uses any MD On-line service.

MD On-Line protects online customer identifiable information as follows:

Disclosure. MD On-Line will not sell, trade, or disclose to third parties any customer identifiable information derived from the registration for or use of an MD On-Line service -- including customer names and addresses -- without the consent of the customer (except as required by subpoena, search warrant, or other legal process or in the case of imminent physical harm to the customer or others). When MD On-Line uses other agents, contractors or companies to perform services on its behalf, MD On-Line will ensure that the company protects your customer identifiable information consistent with this Policy. If MD On-Line includes your name and any other customer identifiable information in a directory that MD On-Line creates from information we receive as a service provider, the company will give you the opportunity to have your information excluded from that directory.

Collection and Use. MD On-Line will collect and use customer identifiable information for billing purposes, to provide and change service, to anticipate and resolve problems with your service, or to create and inform you of products and services that better meet your needs. This means that MD On-Line may use your customer identifiable information, in conjunction with information available from other sources, to market new services to you that we think will be of interest to you, but we will not disclose your customer identifiable information to third parties who want to market products to you.

Customer Choice. A customer may choose not to receive direct marketing communications from MD On-Line in connection with our services. Upon such choice, MD On-Line (a) will not contact that customer directly with marketing messages about MD On-Line services, and (b) will not use customer identifiable information obtained from that customer's registration for or use of an online service to contact that customer with marketing messages about any MD On-Line products or services. A customer may choose not to receive such messages by e-mail, mail, or telephone. For information and instructions about how to make this choice, contact MD On-Line, Inc by calling 973-734-9900.

Collection of Usage Data. MD On-Line uses servers that automatically gather information about which sites customers visit on the Internet and which pages are visited within an MD On-Line hosted Web Site. MD On-Line will not use that information except in the aggregate.

Security. MD On-Line has implemented technology and security features and strict policy guidelines to safeguard the privacy of your customer identifiable information from unauthorized access or improper use. We will continue to enhance our security procedures as new technology becomes available.

Improper Conduct: MD On-Line may also use customer identifiable information to investigate and help prevent potentially unlawful activity or activity that threatens the network or otherwise violates the customer agreement for that service.

Account Information. MD On-Line honors requests from customers for account information, for example, name, address, or billing information, and will correct any such information that may be inaccurate. Customers may verify that appropriate corrections have been made.

Customer Concerns. If you are a consumer with concerns about the MD On-Line privacy policy or its implementation you may contact us at 973-734-9900.

Changes in Practices. MD On-Line will keep this Policy current and will inform you of any changes that we make.