

# Mission Critical TV Privacy Policy

(Updated August 2015)

MCTV takes security seriously and has a no exceptions policy for keeping your private information safe, secure, and 100% private. MCTV is committed to software industry standards of privacy. We collect the email addresses of those who communicate with us via email, and aggregate information volunteered by quality of our service, and is not shared with or sold to other organizations for commercial purposes, except to provide products or services you've requested, when we have your permission, or under the following circumstances: It is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of Terms of Service, or as otherwise required by law. We transfer information about you if MCTV is acquired by or merged with another company.

Thank you for reviewing the Privacy Policy for Mission Critical Health.com web portal into "Mission Critical Health" (MCH), "Mission Critical TV" (MCTV) Capital Media Group Inc (CMG) properties. CMG is sensitive to the issue of confidentiality in online dealings and is committed to protecting individual privacy. This Privacy Policy is intended to inform users about the general approach CMG uses in collecting, using and disseminating user information via Mission Critical Health. MCH and MCTV are multimedia productions with the goal of disseminating medical education and news about the latest clinical and patient education topics. Our target audiences are the policy makers, investors, healthcare executives, clinicians, and patients.

MCH and MCTV are funded by educational grants, sponsorships, and subscriptions; MCH and MCTV are non-partisan programs with no affiliations with PACs, lobbying groups, investment groups or financial institutions.

## **REGARDING ON-CAMERA INTERVIEWS FOR VIDEO PRODUCTION,**

Mission Critical Health is informative, editorial and educational programming provided the broadcasters and distributors. Therefore, interviewee(s) and Participant(s) are not asked to complete a model releases. On-Camera interviews for Mission Critical program agree that the Mission Critical program they are interviewed for may be edited, at the sole discretion of the Producers, for any and all broadcasting, in any manner or media, in perpetuity, throughout the world. "The interviewee explicitly grants to the photographer and the producer and to his/her assignees and licensees the absolute right and permission to use, edit, broadcast and publish the photograph(s) image(s) referred to above, in which I am included, in any medium, throughout the world, without any restriction whatsoever as to the nature of the use or publication or as to the copy of any printed matter accompanying the photograph(s) image(s). I understand that the images may be altered and I waive the right to approve of any finished product. I understand that I do not own the copyright of the photograph(s). I certify that I am over 18 years of age and that I have the full legal right to execute this agreement." Each Mission Critical interviewee or on-camera participant agrees to the above statement.

## **VIDEOS, GRAPHICS, ARTWORK AND DOWNLOAD ATTACHMENTS**

All elements and videos on this website are protected by U.S. Copyright, Title 17 of the United States code. Unauthorized reproduction of any part of this site is a serious offense, punishable by law. No content herein may be reused or redistributed by electronic or print means without the express written consent of Capital Media Group Inc. Unless otherwise noted multimedia posted on MissioncriticalHealth.com such as images, video, logos, music, slogans are copyright by their perspective owners. The thoughts and view expressed in each Mission Critical TV program /video do not necessarily represent those of Mission Critical Health, TV or Capital Media Group Inc.

## **INFORMATION GATHERING AND USAGE**

When you register for MCTV we ask for information such as your name, company name, email

address, billing address, credit card information. When you use a MCTV Connect device MCTV is able to monitor and gather raw data and statistics on the performance and health of the device. MCTV uses collected information for the following general purposes: products and services provision, billing, identification and authentication, services improvement, contact, and research.

## **COOKIES**

A cookie is a small amount of data, which often includes an anonymous unique identifier that is sent to your browser from a website's computers and stored on your computer's hard drive. Cookies are required to use the MCTV service. We use cookies to record current session information, but do not use permanent cookies. You are required to login to your MCTV account after a certain period of time has elapsed to protect you against others accidentally accessing your account contents.

## **DATA STORAGE**

MCTV uses third party vendors and hosting partners to provide the necessary hardware, software, networking, storage, and related technology required to run MCTV. Although MCTV owns the code, databases, and all rights to the MCTV application, you retain all rights to your data.

## **DISCLOSURE**

MCTV may disclose personally identifiable information under special circumstances, such as to comply with subpoenas or when your actions violate the Terms of Service.

## **CHANGES**

MCTV may periodically update this policy. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your MCTV primary account holder account or by placing a prominent notice on our site.

## **YOUR INFORMATION**

What data do we collect for DVD orders and why? When you visit Mission Critical Health and MissionCriticalTV.com and you have not otherwise identified yourself (e.g., via registration with a CMG Site), our web server automatically recognizes your domain name, but not your e-mail address. We collect the domain name and monitor general site use and traffic patterns to improve our web site and the products and services we offer. CMG uses web server logs to collect data for metric purposes. Examples of the types of data collected on the logs are IP addresses, referral pages, date and time of Site access, and Site visited. We may use collected data to customize the content and/or layout of our pages for each individual visitor.

In some instances, we use tracking scripts or "tracers" that recognize a unique identifier from a cookie placed on your hard drive by another website. These are used by CMG solely to gauge the success of our own advertising. For instance, we may use a tracer to determine whether you visit our partner's pages where CMG placed a banner ad. We do not use tracers to gather information on your use of the Internet unrelated to CMG. Please note that CMG does not use tracers to identify your personal information, and you remain anonymous unless and until you choose to register.

Do we collect personal information? In some cases, CMG requests personally identifiable information from you in order to satisfy the underlying transaction or purpose of your accessing the Site. Examples of personally identifiable information include names, e-mail addresses, mailing addresses, and the like. Please note that we do not consider aggregated information, from which personally identifiable information has been removed, to be private.

What security is provided? We do not treat your general interaction with MissionCriticalHealth.com (e.g., submission of suggestions) as confidential. However, certain CMG Sites do conduct transactions for which heightened security is appropriate. For instance, certain CMG Sites encrypt your personal information (e.g., for transmission of credit card data), so that only appropriate personnel are able to decode your information. Note MissionCriticalHealth.com does conduct

financial transactions and most Internet browsers also offer security alerts that permit you to determine whether your transmissions are protected.

When would we disclose your information? We do not rent, sell, or trade any personally identifiable information about you (e.g., e-mail addresses) to third parties. Certain CMG Sites may disclose information to third parties assisting us in processing a transaction requested by you (e.g., credit card service providers). In order to cooperate with legitimate governmental requests, subpoenas, or court orders, to protect CMG and/or CMG's systems and customers, or to ensure the integrity and operation of CMG and/or CMG's business and systems, CMG and/or CMG may access and disclose any information it considers necessary or appropriate under the circumstances.

What about children's privacy? CMG asks children under 14 not to transmit any information to the site. CMG welcomes the parent or guardian of a child under the age of 14 to use the Site and provide any information, service, or product gained from the Site to their child. What if data is transmitted internationally? If you are one of our international guests, we realize that you may want to know whether your personal information will be transferred out of your country of origin. Please be aware that when you register or request a transaction on a CMG Site, your personal data may be transferred to computers in the United States in order to process your request.

Does this apply to all of the CMG Sites? Through MissionCriticalHealth.com, you may link to many networked web pages and websites operated by CMG and its subsidiaries and affiliates (together, the "CMG Sites"). Not all of them have adopted this policy. Individual CMG Sites may adopt different privacy policies that fit transactions taking place on that CMG Site. If a CMG Site has its own privacy policy, the provisions of that policy will control if it conflicts with this general policy. Also, some CMG Sites are intended to facilitate interaction with other businesses, and may not adopt a privacy policy for individuals. Users of those Sites should check with their employer regarding the employer's arrangements with CMG and applicable privacy practices.

What about external links? For the convenience of our Site visitors, CMG may provide links to third party web sites that are external to CMG. These web sites are not operated or controlled by CMG, and CMG is not responsible for the privacy practices or the content of such external web sites. Mission Critical Health and MCTV are owned by CMG, a private company, and is not employed by or supported by any government or military departments, associations or non-profits.

How do we keep current? From time to time, CMG may revise this Privacy Policy at its discretion. We note the date of the policy below, so you know when it was last updated. CMG advises you to check back periodically to review the Privacy Policy because users of the Site will be prospectively bound by the then-current version of this Privacy Policy.

## **QUESTIONS**

Any questions about this Privacy Policy should be emailed to support at MissionCriticalTV.com or By mail to:

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