

Your privacy, and the privacy of all users of this website, is important to us. Accordingly, we have adopted the following privacy policy. Our policy is based on the principles of notice, access and security, in the collection and use of all information regarding our users and their activities at our site.

Notice

This policy tells you, among other things, who operates this website, for whom it is operated, what information we gather from you, how we may use or disclose that information and our efforts to protect it. Please read this policy carefully, and feel free to contact us at info@mdconnectinc.com if you have any questions regarding its contents.

Website

This website is operated on behalf of Dr. Fifer by optiMD. Its content has been reviewed and approved by representatives of Dr. Fifer, who assume all responsibility for the accuracy of information contained herein.

Types of Information Collected

In connection with your use of our site, we ask for and may collect a variety of information from and about you in different ways. For example, when you complete the contact form, we ask for and store your name, email address, phone #, other identifying contact data, and some limited medical symptom data. Some of this may be considered Personal Health Information ("PHI") and covered by the Health Insurance Portability and Accountability Act of 1996 ("HIPAA"). By using our site, including the contact form, you consent to the transmission of information via MD Connect, Inc. and its technology providers to Dr. Fifer.

Use of Cookies

Use of our site requires that you accept the use of cookies, which are small data files that our Web site sends to your browser for storage on your computer's hard drive. We use cookies to protect confidential data, track activity at our site and better serve your needs and interests.

Web Analytics

We use Google Analytics, a web analysis service provided by Google. Google utilizes the data collected to track and examine the use of this website, to prepare reports on its activities and share them with us, our contractors, and other Google services. Google may use the data collected to contextualize and personalize the ads of its own advertising network. The personal data collected for these purposes is limited to cookie and usage data. You may refer to [Google's privacy policy](#) for more detail.

Use of Information

Our use of any information you provide is governed by a Business Associate Agreement between Dr. Fifer and optiMD. This agreement provides for appropriate safeguards and protections outlined by HIPAA to insure the privacy and security of your personal health

information. The only use of this PHI is to pass it along to Dr. Fifer for follow-up and contact, and to maintain archived copies at MD Connect for purposes of measurement and back-up.

We may combine your personally-identifying information, and information about your preferences and activities, with those of all or a particular group of our users to prepare collective profiles of our users and their activities. For example, we may track the number of our users who view certain pages or use certain features or compile the volume of users visiting the site and using our services in a particular geographic region. Such information, and other information we derive from individual users' information, allows us to refine the website and related marketing and communications.

Disclosure of Information

Aside from the two parties mentioned above, we will not disclose your personal information to anyone else, unless compelled by law: We may disclose information to fulfill certain legal and regulatory requirements or if we believe, in good faith, that such disclosure is legally required or necessary to protect others' rights or to prevent harm.

Access

At any time after you have logged on to our site, you may contact us at customerservice@optimd.com to request access to information we have collected regarding you or to notify us of changes to such information. If you request any such changes, we will contact you by email to confirm those changes. Once confirmed, any new item of information will replace the corresponding information previously provided.

Security

Transmission of your personal information from your computer to ours is encrypted. We share this information with Dr. Fifer. The mode of sharing is, at their option, either through a secure portal or through an unencrypted email.

Please remember that you play a valuable part in security as well. After you have finished using our site, you should exit your browser so no unauthorized persons can use our site. Remember that any information you voluntarily disclose on-line in any news or message postings, discussion groups or chat rooms may be collected and used by others without your permission. Furthermore, if you provide any information to parties who operate websites that are linked to or from our site, different rules may apply to their collection, use or disclosure of your personal information. We encourage you to review these sites' policies before revealing any sensitive or personal information.

Regardless of the precautions taken by you or by us, "perfect security" does not exist on the Internet. We cannot ensure or warrant the security of any information you transmit to us, and you transmit such information at your own risk.

Changes to Privacy Policy.

It may be necessary from time to time for us to modify this policy to reflect changes in the way we collect and use information or changes in privacy-related laws, regulations, and industry standards. Accordingly, we reserve the right to change this policy at any time by posting the revised policy on this website. This policy was posted on 3/17/2016. Data will be handled in accordance with the policy in effect