



## PRIVACY POLICY

(Effective Date: May 23, 2013)

Your access to, and use of, the Site is subject to Medacta's Terms of Use. Medacta has created this Privacy Policy to explain what information we gather from you when you visit our Site, how we may use this information, and the security approaches we use to protect your information. This Privacy Policy is incorporated and made part of Medacta's Terms of Use.

By using the Site, you consent to the collection and use of your information by Medacta in accordance with this Privacy Policy. If we decide to change our privacy policy, we will post those changes on this page. Policy changes will apply only to information collected after the date of the change. Small changes or changes that do not significantly affect individual privacy interests may be made at any time and without prior notice.

### 1. What information do we collect?

We collect information from you when you register on the Site, place an order, respond to communications such as e-mail, or participate in another Site feature.

- When ordering or registering, we may ask you for your name, e-mail address, mailing address, phone number, credit card information or other information. You may, however, visit our Site without providing such information.
- We use IP addresses and session identifiers to analyze trends, to administer the Site, to track user activities, to infer user interests, and to otherwise induce, deduce, and gather information about individual users and market segments.
- Like many websites, we use "cookies" to enhance your experience and gather information about visitors and visits to our Site. Please refer to the "Do we use 'cookies'?" section below for information about cookies and how we use them.

### 2. How do we use your information?

We may use the information we collect from you when you register, purchase products, respond to a survey or marketing communication, surf the Site, or use certain other Site features in the following ways:

- To personalize your Site experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To allow us to better service you in responding to your customer service requests.
- To quickly process your transactions.
- To administer a promotion, survey or other Site feature.

### **3. Do we disclose the information we collect to outside parties?**

We generally do not sell, trade, or otherwise transfer to outside parties your personally identifiable information unless we provide you with advance notice, except as described herein. The term "outside parties" does not include website hosting partners and other parties who assist us in operating our Site, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. In the event that we sell our company, or otherwise transfer any assets of our company, we may provide your information to the purchaser so that you may continue the relationship or business with us and our products. We may also release your information when we believe release is appropriate to comply with the law, enforce our Site policies, or protect ours or others' rights, property, or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

### **4. Correction/Updating Personal Information**

You can correct or update your personally identifiable information by connecting to the Site and changing your profile data or by contacting us by electronic-mail at [info@mypractice.md](mailto:info@mypractice.md).

### **5. Do we use "cookies"?**

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the Site's or service provider's systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember and process the items in your shopping cart. Cookies are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about Site traffic and Site interaction so that we can offer better Site experiences and tools in the future.

We may contract with third-party service providers to assist us in better understanding our Site visitors. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Mozilla Firefox or Internet Explorer) settings. Each browser is a little different, so look at your browser Help menu to learn the correct way to modify your cookies. If you turn cookies off, you won't have access to many features that make your Site experience more efficient and some of our services will not function properly.

### **6. Safeguarding Your Personal Information**

Medacta follows generally accepted industry security standards to safeguard and help prevent unauthorized access, maintain data security and correctly use such personal

information. However, no commercial method of information transfer over the Internet or electronic data storage is known to be 100% secure. As a result, we cannot guarantee the absolute security of that information during its transmission or its storage in our systems.

## **7. Privacy and Third Party Links**

This Privacy Policy applies solely to information collected by our Site, [www.mypractice.md](http://www.mypractice.md). In an attempt to provide you with increased value, we may include third party links on our Site. These linked sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our Site and welcome any feedback about these linked sites (including if a specific link does not work).

## **8. Children's Privacy Protection**

We understand the importance of protecting children's privacy in the interactive online world. The Site is not designed for, or targeted at, children 13 years of age or younger. It is not our policy to intentionally collect or maintain information about anyone under the age of 13. No one under the age of 13 should submit any personal information to Medacta or the Site.

## **9. Online Policy Only**

This Privacy Policy applies only to information collected through our Site and not to information collected offline.

## **10. Questions and Feedback**

We welcome your questions, comments, and concerns about the Site. Please send us any and all feedback or questions pertaining to the Site to [info@mypractice.md](mailto:info@mypractice.md) with "WEBSITE PRIVACY POLICY" in the subject line or by mailing us at the following address:

Medacta International SA  
Strada Regina  
CH 6874 Castel San Pietro  
Switzerland

## **11. Notice to Non-Switzerland Residents**

It is important to note that the Site is operated in Switzerland. If you are located outside of Switzerland, please be aware that any information you provide to us will be transferred to Switzerland. By using the Site and/or providing us with your information, you consent to this transfer.