

Meta-eHealth.com Privacy Policy

Meta-eHealth.com, a division of Metagenics, Inc. ("Meta-eHealth"), uses Internet technology to provide services that provide customized and personalized information flow between practitioners and their patients. Meta-eHealth is committed to protecting the privacy and security of this information.

The statement below outlines our current Privacy Policy. We may update our Privacy Policy from time to time to reflect changes in the services that we offer; however, the underlying goal of protecting your privacy remains the same. By using Meta-eHealth services, you agree to accept this Privacy Policy and are aware that our Policy may change from time to time. You are advised to review this page regularly for any changes.

The Information We Collect and How We Use It

The Company collects information from you that could be used to identify you ("Personal Information") in four main areas of the Meta-eHealth.com Web site (the "Web site"):

1. Doctor's sign-up area - includes name, email address, address, telephone number and other personal information used to create your profile.
2. Patient's sign-up area - includes name, email address, address and other personal information used to create your profile.
3. Log-in area - includes user name and password.
4. Online store area - includes name, address and credit card information.

The Company also collects Personal Information from your Healthcare practitioner ("Personal Health Information"). This information relates to your treatment by your healthcare practitioner and is used exclusively for that purpose. **If you have any questions relating to your Personal Health Information, please contact your healthcare practitioner directly.**

The Company may also collect Personal Information that you provide voluntarily through discussion groups made available to you on the Web site.

The Company and its necessary service providers use your Personal Information in order to operate the Web site, to deliver the services and/or products offered through the Web site and to provide you with information about other products that may be of interest to you. There may be several entities that require access to your Personal Information in order to provide a service or product offered through the Web site and to provide you with information about other products that may be of interest to you. Some of these entities may provide routine services, such as credit card processing, whereas others may provide key elements of services or products. For example, if you order products through the online store, your name, address, product ordered and shipping information will be forwarded by the Company to the product supplier so that the product can be shipped to you or your healthcare practitioner. If you do not wish to receive information about other products, visit the Contact Us area of the Web site, where you may opt out of receiving such information.

Cookies

We may also collect information about your use of our Web site with "cookies." A cookie is a piece of text that can be entered into the memory of your computer when you visit a Web site in order to "track" use of the site. We may use cookies to store certain preferences about your use of the services. For example, cookies may be used to allow users to set a preference to skip user verification when capturing information. In addition, we may use cookies to tell us about the number of people using our Web site and to track the pages of the Web site being visited.

Merchant Sites

Merchants with Web sites that are accessible via links, e-commerce or advertising on or through Meta-eHealth may collect your Personal Information (including information generated through the use of cookies) when you use their Web sites. Meta-eHealth is not responsible for how such third parties collect, use or disclose your Personal Information, so you should check their privacy policies before providing them with such information. Meta-eHealth does not collect the Personal Information that you provide to these third parties.

Aggregated Information

Meta-eHealth may use your Personal Information to generate Aggregated Information that does not allow you to be personally identified or contacted. Aggregated Information shows user activity as a whole rather than on an individual basis and may be used by Meta-eHealth to provide insight on the usage of the services. For example, the Company might compile Personal Information in order to determine the percentage of users that live in a particular geographic area.

When We Disclose Your Information

Except as set out in this paragraph, the Company will not disclose your Personal Information to companies other than to its necessary service providers. While the Company attempts to require that its service providers not further use or disclose your Personal Information for any purpose other than as described in this Privacy Policy, the Company cannot guarantee their compliance with such restrictions. The Company may also disclose Aggregated Information to third parties. For example, the Company might inform third parties about the number of users of the Web site and the activities conducted by users while on the Web site.

Meta-eHealth may share your Personal Information with its affiliates, subsidiaries and service providers for purposes related to: (i) providing the services to you; and (ii) providing you with information about products, services or promotions that may be of interest to you (unless you have opted out of receiving such information), **provided that the information is required for and used only for such purposes and provided the information is used in accordance with this Privacy Policy.**

In addition to the confidentiality obligations set out above, unless required by law, the Company shall not provide, or make available, the personal medical information of any individual patient to any person other than such patient and their healthcare practitioner who has subscribed to the Company services.

Meta-eHealth will otherwise only release your Personal Information to third parties in the following limited circumstances: (i) if a law, regulation, search warrant, subpoena or court order legally requires us to do so; (ii) if our rights or property or the rights or property of our affiliates, subsidiaries, service providers or the users of our Web site or services are in jeopardy; or (iii) if the personal safety of users of our Web site or services or other members of the public is in jeopardy.

Meta-eHealth may share non-personal aggregate, or summary, information regarding information captured with third parties, such as Merchants. For example, Meta-eHealth may inform Merchants of the total number of Meta-eHealth users who have specific medical or chiropractic specific conditions.

Security

The Company recognizes that your privacy is important to you. Meta-eHealth employs security measures in order to prevent the loss, misuse, and alteration of Personal Information under our control. However, no transmission over the Internet can be guaranteed to be completely secure. Consequently, Meta-eHealth, its affiliates, subsidiaries, service providers and their

respective officers, directors, employees and agents do not represent, warrant or guarantee that Personal Information will be protected against misuse, loss or alterations and do not accept any liability for Personal Information submitted to or collected by them nor for your or third parties' use or misuse of Personal Information.

Technical measures to protect your privacy include, in many instances, the use of passwords and the support of encryption technology in order to ensure the privacy and integrity of your Personal Information. Specific examples are outlined in the following section.

Personal Health Information Service

When your Personal Health Information is submitted to the Company by your healthcare practitioner over the Internet, the Company will support encryption technology designed to protect your Personal Health Information as it travels to it. Once the Company receives your Personal Health Information, it is posted in an area that is accessible to you through use of a password. You are responsible for keeping your password confidential and you will be solely responsible for all uses of your password, even if such uses were not authorized by you. If you become aware of any unauthorized use of your password, you are responsible for contacting us to request deactivation of your password. You may be given the opportunity to select a "remember password" function on the Web site. If you select this option, your password will thereafter be automatically identified when you access the Web site and you may access your Personal Health Information without re-entering your password. This means that anyone with access to your computer may have access to your Personal Health Information. You alone are responsible for controlling access to your computer and preventing unauthorized access to your Personal Health Information.

Online Shopping

When your Personal Information is submitted to the Company in connection with the purchase of products through an online store, the Company will support encryption technology designed to protect your Personal Information as it travels to its ordering system.

With respect to the Company's employees, access to your Personal Information (including Personal Health Information) is restricted to those employees who require access in order to perform their employment duties. Furthermore, all Company employees are required to abide by this Privacy Policy and are subject to disciplinary action, up to and including dismissal, for breach of its provisions.

Children's Privacy

The Web site is not intended or designed to attract children under the age of 13. We do not collect Personal Information directly from any person we actually know is a child under the age of 13.

Contacting Us

If you have any questions or comments about this Privacy Policy, the practices of Meta-eHealth, or your dealings with Meta-eHealth please contact info@metagenics.com.

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