

# MEDICAL SIMULATION CORPORATION

## PRIVACY POLICY

Medical Simulation Corporation (“**MSC**”) has developed this privacy policy (the “Privacy Policy”) for the benefit of the users (“**Users**” or “**you**”) of its website, namely, <http://www.medsimulation.com> (the “Site”), to demonstrate our commitment to protecting privacy on this Site. The following information summarizes MSC’s data gathering and distribution practices on the Site. MSC reserves the

right to change this Privacy Policy, or any other policy or practice, at any time. Your use, or continued use, of this Site will be conclusively deemed acceptance of this Privacy Policy and any changes or modifications to this Privacy Policy, respectively. Please see MSC’s Terms and Conditions of Use for more information on the Terms and Conditions governing the use of this Site.

### WHY DOES MSC NEED MY PERSONAL INFORMATION?

In order to provide our Users with a more personalized, relevant and intelligent service, MSC regularly makes improvements to this Site. The collection of personal data greatly assists MSC in this improvement process by identifying the interests and needs of the many Users to this Site. Data collection also assists MSC by allowing it and its affiliates to advertise its products and/or services in a more efficient manner.

### PERSONAL IDENTIFICATION INFORMATION

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, register on the site, place an order, respond to a survey, fill out a form, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked to provide, as appropriate, information such as name, e-mail address and phone number. Users may also, however, visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in certain Site related activities.

### NON-PERSONAL IDENTIFICATION INFORMATION

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

### WEB BROWSER COOKIES

Our Site may use “cookies” to enhance User experience. User’s web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. User may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

### HOW WE USE COLLECTED INFORMATION

Medical Simulation Corporation collects and uses Users personal information for the following purposes:

- **To personalize user experience:** We may use information in the aggregate to understand how our Users as a group use the services and resources provided on our Site.

- **To improve our Site:** We continually strive to improve our website offerings based on the information and feedback we receive from you.
- **To improve customer service:** Your information helps us to more effectively respond to your customer service requests and support needs.
- **To process transactions:** We may use the information Users provide about themselves when placing an order only to provide service to that order. We do not share this information with outside parties except to the extent necessary to provide the service.
- **To administer a content, promotion, survey or other Site feature:** To send Users information they agreed to receive about topics we think will be of interest to them.
- **To send periodic e-mails:** The e-mail address Users provide for order processing, will be used to send them information and updates pertaining to their order. It may also be used to respond to their inquiries, and/or other requests or questions. If User decides to opt-in to our mailing list, they will receive e-mails that may include Company news, updates, related product or service information. If at any time the User would like to unsubscribe from receiving future e-mails, we include unsubscribe instructions at the bottom of each e-mail or User may contact us via our Site.

### HOW WE PROTECT YOUR INFORMATION

MSC has implemented a number of security features throughout the Site designed to prevent the unauthorized release of or access to personal information, including without limitation data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Site. Please be advised, however, that although MSC has endeavored to create a secure and reliable Site for its Users, the confidentiality of any communication or material transmitted to/from MSC via this Site or e-mail cannot be guaranteed. When disclosing any personal information, all Users should remain mindful of the fact that it is potentially accessible to the public, and consequently, can be collected and used by others without User consent.

Accordingly, Users should consider carefully if they want to submit sensitive information that they would not want disclosed to the public and should recognize that their use of the Internet and this Site is solely at their own risk. Users, alone, are ultimately responsible for maintaining the secrecy of their personal information. MSC has no responsibility or liability for the security of personal information transmitted via the Internet. MSC urges all of its Users to be careful and responsible whenever they are on-line.

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at:

9200 East Mineral Avenue, Suite 400 Centennial, CO 80112 // 303.483.2800 // [webadmin@medsimulation.com](mailto:webadmin@medsimulation.com)

## MSC PRIVACY POLICY *continued...*

### SHARING YOUR PERSONAL INFORMATION

We do not sell, trade, or rent Users' personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above. We may use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes provided that you have given us your permission. Furthermore, notwithstanding anything in this Privacy Policy to the contrary, we may disclose, assign, transfer, share and/or convey Users' personal identification information to any third party in connection with any merger of MSC with or into, or sale of all or substantially all of MSC's assets to, such third party, or otherwise in connection with any corporate reorganization.

### THIRD PARTY WEBSITES

Users may find advertising or other content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

### COMPLIANCE WITH CHILDREN'S ONLINE PRIVACY PROTECTION ACT

Protecting the privacy of the very young is especially important. For that reason, we never collect or maintain information at our Site from those we actually know are under 13, and no part of our website is structured to attract anyone under 13.

### CHANGES TO THIS PRIVACY POLICY

MSC may, at its sole discretion, update this Privacy Policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

### YOUR ACCEPTANCE OF THESE TERMS

By using this Site, you signify your acceptance of this Privacy Policy in its entirety. If you do not agree to this Privacy Policy or any portion thereof, you may not use this Site. Your continued use of the Site following the posting of changes to this Privacy Policy will be deemed your acceptance the Privacy Policy, including those changes.



If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at:  
9200 East Mineral Avenue, Suite 400 Centennial, CO 80112 // 303.483.2800 // [webadmin@medsimulation.com](mailto:webadmin@medsimulation.com)