

## Privacy Policy WoundCentral.com

The Wound Central Store ("Wound Central") is committed to responsible information handling practices. You can visit most pages on our site without giving us any information about yourself, but sometimes we need information to provide services that you request. This privacy statement explains data collection and use in those situations. By visiting our Web site, you consent to the information practices described in this policy.

This Privacy Policy applies to the following Web sites: woundcentral.com This policy does not apply to other Web sites that may be accessible through the above sites. Our sites contain links to other sites that are operated by third parties, including but not limited to third party sites that display the Wound Central trademarks. We encourage you to read the privacy policies of those other sites to learn how they collect and use information about you.

To assist you with reading through our Privacy Policy, we have provided answers to questions that you may find most important:

- What information does Wound Central COLLECT and how is the information USED?
- Do Wound Central Web sites use COOKIES, OTHER TECHNOLOGIES or THIRD PARTIES to INDIRECTLY collect information?
- Does Wound Central SHARE the information I've provided?
- What Communications will I receive from Wound Central?
- Do I have CHOICES regarding how my information is used?
- How can I UPDATE or CHANGE my information?
- How does Wound Central SECURE my personal information?
- Does Wound Central collect information from CHILDREN?
- Whom can I CONTACT if I have questions or concerns?
- Will this Privacy Policy CHANGE?

### **What information does Wound Central COLLECT and how is the information USED?**

#### *Information You Provide to Us*

We may obtain personally identifiable information about you ONLY if you elect to give us that information. We request information from the user when placing an order for products. A user must provide contact information (such as name, email, telephone number, and shipping address) and financial information (such as credit card number, expiration date). This information is used for billing purposes and to fill customer's orders. If we have trouble processing an order, the information is used to contact the user.

#### *Surveys [& Contests]*

From time-to-time our site requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. The requested information typically includes contact information such as name and shipping address, and demographic information (such as zip code). Contact

information will be used shared with the contest [survey] sponsors to notify the winners and award prizes. Anonymous Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site. Users' personally identifiable information is not shared with third parties unless we give prior notice and choice. Though we may use an intermediary to conduct these surveys or contests, they may not use users' personally identifiable information for any secondary purposes.

#### *Tell-A-Friend*

If a user elects to use our referral service for informing a friend about our site, we ask them for the friend's name and email address. WOUNDCENTRAL.COM will automatically send the friend a one-time email inviting them to visit the site. WOUNDCENTRAL.COM stores this information for the sole purpose of sending this one-time email and tracking the success of our referral program. The friend may contact WOUNDCENTRAL.COM at [info@WOUNDCENTRAL.COM](mailto:info@WOUNDCENTRAL.COM) to request the removal of this information from our database.

#### *Information Collected Automatically*

When you visit our Web site, we automatically collect information about your visit that does not identify you personally. We can tell the type of computer, browser, and Web service you are using. We also know the date, time, and pages you visit. Collecting this information helps us design the site to suit your needs.

Generally, our uses of information collected online include:

- Respond to your inquiry about Wound Central or our products
  
- Purchase a product on our Web site
  
- Deliver services, such as sending marketing communications and newsletters.

Wound Central may also use personally identifiable information for internal purposes, such as tracking demographic data to make this Web site more useful to our visitors.

Like most standard Web site servers we use log files. This includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site, track user's movement in the aggregate, and gather broad demographic information for aggregate use. IP addresses, etc. are not linked to personally identifiable information. We use a tracking utility provided by Yahoo Web hosting Site Statistics, that uses log files to analyze user movement.

#### **Do Wound Central Web sites use COOKIES, OTHER TECHNOLOGIES or THIRD PARTIES to INDIRECTLY collect information?**

##### *Cookies and other Technologies*

A cookie is a small data file that a Web site may send to your browser and which may then be stored on your hard drive. A cookie is a small data file that a Web site may send to your browser and which may then be stored on your hard drive. WOUNDCENTRAL.COM does not place or use cookies from our website. This privacy statement covers the use of cookies by WOUNDCENTRAL.COM only and does not cover the use of cookies by any advertisers or outside links from our site.

Our Web site may also use other technologies to track which pages on our Web sites our visitors view. This non-identifiable click-stream data helps us understand how visitors use our Web site.

#### **Does Wound Central SHARE the information I've provided?**

Wound Central may need to share personal information with third parties in limited circumstances. For example, we may release personal information to third parties to perform services on our behalf such as: delivery and shipping of orders and processing credit card payments. From time to time, we may be required to provide personal information in response to a valid court

order, subpoena, government investigation, or as otherwise required by law. We also reserve the right to report to law enforcement agencies any activities that we, in good faith, believe to be unlawful. We may release certain personal information when we believe that such release is reasonably necessary to protect the rights, property, and safety of others and ourselves.

### **What communications will I receive from Wound Central?**

#### *Email Responses*

When a visitor to our site submits an email question or statement to us, we will use the senders email address for responses only.

#### *Special Offers and Updates*

We send all new members a welcoming email. Established members will occasionally receive information on products, services, special deals, and a newsletter. Out of respect for the privacy of our users we present the option to not receive these types of communications. Please see the Choice and Opt-out sections.

#### *Newsletter*

If a user wishes to subscribe to our newsletter, we ask for contact information such as name and email address. Out of respect for our users privacy we provide a way to opt-out of these communications. Please see the Choice and Opt-out sections.

#### *Service Announcements*

On rare occasions it is necessary to send out a strictly service related announcement. For instance, if our service is temporarily suspended for maintenance we might send users an email. Generally, users may not opt-out of these communications, though they can deactivate their account. However, these communications are not promotional in nature. Users may opt-out of these communications. Please see our Choice and Opt-out section.

#### *Customer Service*

We communicate with users on a regular basis to provide requested services and in regards to issues relating to their account we reply via email or phone, in accordance with the user's wishes.

### **Do I have CHOICES regarding how my information is used?**

If your information is currently being used to send you marketing communications, you can opt out at any time. All marketing e-mail communications from Wound Central tell you how to stop receiving them.

To opt out of receiving marketing communications from Wound Central.com

1. Follow directions on a marketing e-mail communication from us; or
2. Send a request to [info@woundcentral.com](mailto:info@woundcentral.com); or
3. Contact us at 888-TX-WOUND.

### **How can I UPDATE or CHANGE my information?**

Wound Central wants your information and preferences to be accurate and complete. To update or change your information email changes to [info@woundcentral.com](mailto:info@woundcentral.com) or contact us at 888-TX-WOUND.

### **How does Wound Central SECURE my personal information?**

We are committed to properly securing the information we collect online. To help us accomplish this, we take the following steps:

- We employ internal access controls to ensure that the only people who see your information are those with a need to do so to perform their official duties;
- We train relevant personnel on our privacy and security measures;
- We physically secure the areas where we hold hard copies of the information we collect online;

- ☐ We regularly back up the information we collect online to insure against loss;
- ☐ We use technical controls to secure the information we collect online as appropriate, including but not limited to: Secure Socket Layer (SSL), encryption, firewalls, password protections;
- ☐ We periodically test our security procedures to ensure personnel and technical compliance.

**Does Wound Central collect information from CHILDREN?**

Our Web site does not intentionally collect information from children under the age of 13. If we discover that we have inadvertently collected information from a person under the age of 13, we will automatically delete it.

**Whom can I CONTACT if I have questions or concerns?**

If you have questions about our Privacy Policy, e-mail our Privacy Manager at [info@woundcentral.com](mailto:info@woundcentral.com)

**Will this Privacy Policy CHANGE?**

Because our Web sites and businesses will continue to implement new technologies and improve the services and features we provide, this policy is subject to change. If we decide to change our privacy policy, we will post those changes to this privacy statement, the homepage, and other places we deem appropriate so our users are always aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We will use information in accordance with the privacy policy under which the information was collected.

If, however, we are going to use users' personally identifiable information in a manner different from that stated at the time of collection we will notify users via email. Users will have a choice as to whether or not we use their information in this different manner. However, if users have opted out of all communication with the site, or deleted/deactivated their account, then they will not be contacted, nor will their personal information be used in this new manner. In addition, if we make any material changes in our privacy practices that do not affect user information already stored in our database, we will post a prominent notice on our Web site notifying users of the change. In some cases where we post a notice we will also email users, who have opted to receive communications from us, notifying them of the changes in our privacy practices.

**Contact Information**

If users have any questions or suggestions regarding our privacy policy, please contact us at:

Wound Central Store  
PO Box 65  
Niles, MI 49120

Phone: 888-TX-WOUND  
Fax: 888-391-8014  
Email: [Info@WOUNDCENTRAL.COM](mailto:Info@WOUNDCENTRAL.COM)