

Web privacy policy

The following provisions apply to information Melbourne GI Center learns about or obtains from you when you visit the web site. These provisions may be changed from time to time and without notice, at Melbourne GI Center's sole discretion and as provided by applicable law. You should check this Privacy Policy frequently for any such changes, but in any case your continued access or use of the web site shall constitute acceptance of any modifications of the Privacy Policy. Melbourne GI Center's use of information gathered or obtained now is subject to the Privacy Policy in effect at the time of such use.

What we collect

Information you give us: Melbourne GI Center receives and stores any information you enter on the web site, including, but not limited to: submitting an a health assessment, requesting information, completing a survey, or provide in any other manner. This may include your personally identifiable information, such as your name and e-mail address. Of course, you can choose not to provide information, (however, this may prevent or delay a response to your procedure). You are always welcome to make such transactions by mail to Melbourne GI Center, 1051 S. Hickory Street, Ste. K, Melbourne, FL 32901. Melbourne GI Center uses the personal information you provide only for such purposes as improving the services we offer, and communicating with you.

Automated information collection: Melbourne GI Center also receives and stores certain types of information whenever you visit the Web Site. In addition to information you provide, we may collect the name of the domain and host from which you access the Internet; the IP address of the computer you are using; the browser and operating system you are using; the date and time you access the web site; the length of time you spend visiting our web site; and the Internet address of the web site from which you linked to our web site.

How we use information

We use the information you provide and we collect to:

- Perform service(s) you request, respond to your inquiry or answer your question, etc.
- Administer the web site and diagnose problems with our server;
- Provide you with information about the web site and Melbourne GI Center and our services;
- Facilitate performance of services by Melbourne GI Center or you under the terms of any agreement you may enter into with Melbourne GI Center;
- Measure the number of visitors to the web site and how the web site is used, in order to make the web site as useful as possible to our visitors.

Sharing information

We do not share, sell or trade any personally identifiable information you give us to other organizations. We may give non-personally identifiable information, such as the number of visitors to our web site or the number of visitors who view different pages, to those organizations from which we obtain web content and/or information that is provided to our visitors.

Links

The web site may contain links to other sites. These links are for the convenience of visitors to the web site only, and Melbourne GI Center makes no representations whatsoever regarding such other sites. You should review the privacy policies of other sites carefully before providing any information to such sites. Melbourne GI Center is not responsible for the privacy policies or procedures or the content of any other site.

Security

The web site has security measures in place to protect against the loss, misuse or alteration of information under Melbourne GI Center's control.

Compliance with COPPA

The web site is not directed at children under the age of 13. Melbourne GI Center complies with the Children's Online Privacy Protection Act and does not knowingly permit registration or submission of personally identifiable information by anyone under 13 years of age. This age requirement is posted each time we request personally identifiable information.

Subpoenas

Melbourne GI Center does not disclose the identities of visitors or users of the web site unless legally required to do so. We will respond to any subpoena received from a government agency (i.e., the Securities and Exchange Commission or law enforcement agencies) without prior notice to you. Unless prohibited by law or by a valid court order, we will notify you of any subpoena received from any other party (i.e., for civil litigation) which requires us to disclose your identity, and will wait ten (10) days, or a lesser amount of time as required by the deadline in the subpoena, before providing the information requested by the subpoena.

Conditions of use

Your access and use of the web site is subject to this Privacy Policy including limitations on damages, and the applicability of the law of the State of Florida.

Contacting the web site

If you have questions about this Privacy Policy or other security issues, please contact:

1051 S. Hickory Street, Ste K
Melbourne, Florida 32901
Phone: (321) 434-1919
Joanne.Taormina@health-first.org

Any other questions or concerns regarding the terms or use of this web site should be addressed to:

1051 S. Hickory Street, Ste K
Melbourne, Florida 32901
Phone: (321) 434-1919
Joanne.Taormina@health-first.org

Disclaimer

Last revised 7/24/2004

This web site is presented to acquaint the web community with Melbourne GI Center and its staff, facilities, affiliates, and services. It is solely for informational purposes. Any medical information provided here is intended to be of a general nature and believed to be accurate. However, we cannot render personalized health care advice or respond to individual medical questions. If you think you have a health problem, we urge you to directly contact a health care provider. Inclusion of a link on this web site does not necessarily imply endorsement of the information provided therein.

Advertising and Sponsorship Policy

Last revised 7/24/2004

Advertising is not accepted on this web site. Additionally, there are currently no sponsorships in place on the web site. In the event that we place sponsorship on this web site, the following principles have been established to allow Melbourne GI Center to maximize the benefits to our sponsors, without in any way infringing on our essential editorial control and content integrity, or consumers' privacy.

- **No Influence on Melbourne GI Center's Health Information.** There will be absolutely no influence of advertising or sponsors on the news, information, and editorial content presented on this web site. There will not be any influence on the order of presentation, search engine priority/rankings, or quotes from qualified experts in various health areas.
- **Distinguishable from Content.** All sponsorship of any kind on this web site will be easily distinguishable to consumers from news, information, and editorial content. This goal will be achieved by including the word "Sponsored by" next to sponsorship boxes, or next to health topics. Additionally, this web site will not publish any "advertorial" content (sponsorships that make health claims) that is not clearly identified as such. This web site does not co-brand products or services with sponsors, but does have links to some content providers for the convenient use of visitors to this web site.
- **Prohibited Content.** We will not accept any form of sponsorship that we consider inconsistent with the stated purposes of Melbourne GI Center's health information web site. This means that we will not accept sponsored health information content that we know either contains false or misleading claims, or promotes ineffective or dangerous products. While proposals for sponsorships will be considered individually and without bias, we will not accept those related to tobacco, alcohol, and firearms.
- **No Endorsements.** We will clearly disclose any third-party support or other sponsorships of items featured on this web site. While sponsor messages appearing on this web site may include links to other web sites, Melbourne GI Center does not explicitly or by implication endorse the content of any third-party web sites, or endorse any companies, products or claims made by our sponsors on this web site. Melbourne GI Center does not assume any liability for products or services sponsored on this web site. Any questions, comments or complaints should be addressed by web site users directly to the sponsor.

• **Relationship to Privacy Policy.** The principles and practices outlined in this web site's Privacy Policy will be continued and enhanced by the ongoing application of this Advertising and Sponsorship Policy. We will not permit any sales or marketing of personal health information to third parties that would reveal personal medical conditions. We will provide the names and addresses of an individual user to advertisers or third parties only when the user indicates that he/she desires to review additional information from the third party and understands that the name and address information will be transmitted.

• **Advertising and Sponsorship Tracking Mechanisms.** Currently, this web site does not carry any sponsorships, and as such, there are no related tracking mechanisms in place. Additionally, this web site does not accept advertising.

• **Web Site Overview and Visitor Rules.** Please see our Web Site Overview and Visitor Rules for more information regarding your use of this web site.

Contacting the web site

If you have questions about this Advertising and Sponsorship Policy, the Web Site Terms, or any other questions concerning the web site, please contact:

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Melbourne, Florida 32901
Phone: (321) 434-1919

Joanne.Taormina@health-first.org

Editorial Policy

Last revised 7/24/2004

• **No Advertising or Sponsor Influence.** As stated in the Advertising and Sponsorship Policy, neither advertising nor sponsorship will influence on this web site's news or information content, or editorial positions.

• **Review and Editing of Content.** All content appearing on this web site is protected by copyright, with all rights reserved to Melbourne GI Center and third party contributors. Health news, information, and software tools appearing on this web site are provided by the following reputable third party health news and information sources.

Melbourne GI Center has selected them based on the general quality and integrity of their information, and because they do not violate our conflict of interest policy. Content obtained from these vendors may be obtained by them from another party. Please refer to the policies posted on their web sites for a complete description of their content providers.

Conflict of Interest Policy.

Melbourne GI Center requires that any staff member with editorial responsibility disclose any interest, investment, employment, affiliations or relationship with an outside party or entity, which may be considered to be a conflict of interest. If such a relationship is disclosed or discovered, it will be reported to Melbourne GI Center which has responsibility for activities related to Melbourne GI Center's health information product and web site. This committee will then provide direction as to which actions will need to be taken to eliminate the conflict of interest.

Melbourne GI Center also requires that all third party content providers create and

enforce a similar conflict of interest policy, further assuring that Melbourne GI Center's health information content is free of influence and bias from outside entities. This is verified through regular editorial process reviews with our content providers.

Melbourne GI Center's management performs periodic reviews and analyses of the third parties' content review and control procedures prior to posting their information on Melbourne GI Center's web site. While we do not review all content pages or attempt to verify information in each article, our review of their procedures helps to ensure that there are no claims of therapeutic benefit without reasonable support based on scientific methodologies such as clinical trials, surveys, or interviews, and that there is no false or misleading information.

• **Editorial Comments.** Any editorial comments by the management of Melbourne GI Center will be clearly delineated as such, and thus will be distinguishable from news and general health information content.

• **Web Site Overview and Visitor Rules.** Please see our **Web Site Overview and Visitor Rules** for more information regarding your use of this web site.

Contacting the web site

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Web Site Overview and Visitor Rules

Last revised 7/24/2004

• **Overview.** This portion of Melbourne GI Center's web site (<http://www.melbournegicenter.com/>, hereinafter referred to as "web site", and "We") is designed to give visitors to the web site (hereinafter referred to as "You" and "Your") a basic understanding of how the web site operates, what the policies are, and what Your obligations as a visitor are. This web site is a consumer health information resource web site. It includes news, information, and access to health care related software tools (hereinafter collectively referred to as "Services"). The goal of the web site is to provide quality current health information on a variety of topics to help You make informed decisions in managing Your personal medical care in conjunction with medical professionals.

• **Visitor Rules.** As a visitor to the web site, you are our guest. As a guest, this web site and its third party content contributors grant to You a limited license to view the contents of the web site, and to use and copy contents solely for your personal benefit. Additional terms and conditions applicable to Your usage of third party content and software tools are listed in the on the web sites of our third party content contributors (see Editorial Policy) . We reserve the right to deny access to You at any time if you engage in prohibited activity, such as unauthorized copying or use of information or functionality

on the web site, attempting to obtain unauthorized access to restricted areas of the web site, using slanderous, profane or inappropriate language in communications involving the web site, or infecting the web site with computer viruses or other destructive functionality.

- **Other Policies.** In order to further ensure that you understand this web site's content, functionality, and general operational policies, we have posted an Advertising and Sponsorship Policy, an Editorial Policy, and a Privacy Policy for your convenient reference. They address a variety of informational and operational practices including how sponsors are selected, and how the privacy of your personal health information is protected. For example, the Privacy Policy explains that We will not disclose health-related personal information to an unrelated third party without first obtaining Your consent.

- **Content.** All content appearing on this web site is protected by copyright, with all rights reserved in Melbourne GI Center, and third party contributors. Health news, information, and software tools appearing on this web site are provided by the following reputable third party health news and information sources. Melbourne GI Center has selected them based on the general quality and integrity of their information, and because they do not violate our conflict of interest policy. Further information may be found in our Editorial Policy.

- **Changes.** We will strive to continually improve the content and operation of the web site, and to keep You up to date about major changes to the web site. However, for reasons involving operational necessity, Melbourne GI Center reserves the right to make changes to this Overview and Visitor Rules, all web site policies, the web site content, and all other aspects of the operation of the web site at any time without notice to You. We will post any changes to the web site from time to time, and therefore You should periodically review the then-current versions of this Overview and the other web site policies to make sure that You are up to date.

- **Links.** This web site includes electronic links over the Internet to various web sites run by third parties, such as other health information providers and sponsors. These "click-on" links are available at Your option for your convenience to allow you to further expand Your information. We try to select third parties that are good sources of additional information and are reputable, however Melbourne GI Center does not endorse them. Please note that Your use of those other web sites is at Your own risk. Melbourne GI Center does not assume any operational or legal responsibility for the content or operation of those web sites. Using those web sites may involve different risks, responsibilities and expectations for You than when using this web site.

- **Framed Links.** In some cases, this web site will "frame" another web site within this web site's navigation. When this is done, you will be notified that you are accessing another web site within this web site, and that the framed web site carries a different set of policies, prior to accessing it.

We have agreements with the following organizations to frame their content within our web site.

- **Ownership.** This web site is managed by Melbourne GI Center. (Administrative office located at 1051 S. Hickory Street, Ste. K, Melbourne, FL 32901 Phone (321) 434-191, which is an out patient surgery center serving Brevard County, Florida. **For more**

information on Melbourne GI Center., please see the “About Melbourne GI Center” page of the web site located at <http://www.melbournegicenter.com/>.

• **No Practice of Medicine.** This web site is not engaged in the practice of medicine. Any information and advice on the web site is given on a generalized, generic basis, and is not specific to any individual patient's condition. Use of this web site is helpful in making sure You are informed about health care issues. However, online health services and health information content cannot replace a health professional-patient relationship, and You should always consult with a professional for diagnosis and treatment of Your specific health problems. You should not disregard any advice or treatment from those professionals based on your interpretation of what You may read on this web site.

• **No Warranty.** Melbourne GI Center works diligently to produce and maintain the web site, and to ensure that it includes high quality health information content for You. However, please note that because this web site's Services are free of charge to You, We do not offer any warranties of the Services. **THE SERVICES ARE PROVIDED "AS-IS" WITHOUT WARRANTIES OF ANY KIND, INCLUDING BUT NOT LIMITED TO WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, ACCURACY, COMPLETENESS, TIMELINESS, OR UNINTERRUPTED SERVICE.**

• **No Liability.** You understand that because the web site Services are available free of charge to You, We will not be liable to You for any damages you may incur resulting from Your use of the web site or any other web sites whose links are on this web site. Your use of the web site Services and third party web sites is solely at Your own risk.

• **Response times to e-mail and other electronic messages:** Melbourne GI Center will make every attempt to respond promptly to your e-mail or other electronic inquiries, within two business days (Monday-Friday, excluding holidays). Should you fail to receive a response within this time frame, please call us at one of the phone numbers listed on the Contact Us page <http://www.melbournegicenter.com/>.

• **Accessibility.** If users cannot access information from a PC, either due to inaccessibility or inability, they can contact us and we will provide information by mail, e-mail, or fax. Users wishing to access information from this web site but are unable to should contact us:

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Melbourne, Florida 32901
Phone: (321) 434-1919
Joanne.Taormina@health-first.org

• **Questions or Comments.** We are committed to continuously improving the quality of the web site. If you have any questions or comments regarding this Agreement or this web site in general, please contact us:

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Phone: (321) 434-1919
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Physician and Associate Access to Secure Applications

Additional restrictions and obligations apply to Physicians and Melbourne GI Center Associates who are authorized access to restricted information and applications. All patient medical information is confidential and subject to the provisions of State and Federal law, and use of applications delivered via Melbourne Gi Center's Internet site requires review and compliance with our Internet Information Systems Usage Policy. Details of requirements for restricted access can be found on the Internal Access page at <http://www.melbournegicenter.com/>.

History of Policy Changes

Last revised 7/24/2004

Date	Details of Changes
07/24/2004	Incorporated all policies into one document.

Contact Information

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