

This Customer Privacy Policy of Pediatric Village Home Care LLC (“Company”) covers the collection, use, and disclosure of personal information that may be collected by the Company anytime you interact with the Company, such as when you visit our website, when you purchase the Company’s products and services online or in one of our stores or offices, or when you call our sales or support associates. Please take a moment to carefully read the following to learn more about our information practices, including what type of information is gathered, how the information is used and for what purposes, to whom we disclose the information, and how we safeguard your personal information. Your privacy is a priority at the Company, and we go to great lengths to protect it.

### **1. Reasons the Company Collects Personal Information**

We collect your personal information because it helps us deliver a superior level of customer service. It enables us to give you convenient access to our products and services and focus on categories of greatest interest to you. In addition, your personal information helps us keep you posted on the latest product announcements, special offers, and events that you might like to hear about.

If you do not want the Company to keep you up to date with our news and the latest information on products and services, contact us to update your personal contact information and preferences.

### **2. Information the Company Collects and How the Information May be Used**

There are a number of situations in which your personal information may help us give you better products. For example:

We may ask for your personal information when you’re discussing a service issue on the phone with an associate, participating in an online survey, registering your products, or purchasing a product.

When you interact with the Company, we may collect personal information relevant to the situation, such as your name, mailing address, phone number, E-mail address, and contact preferences; your credit card information and information about the Company products you own, such as their serial numbers and date of purchase; and information relating to a support or service issue.

We also collect information for market research purposes – such as your occupation and where you use your Company products-to gain a

better understanding of our customers and thus provide more valuable service.

We collect information regarding customer activities on our websites. This helps us to determine how best to provide useful information to customers and to understand which parts of our websites, products, and Internet services are of most interest to them. We may use personal information to provide products that you have requested as well as for auditing, research, and analysis to improve our products.

This information may be shared with third parties or in special circumstances as described elsewhere in this policy.

### **3. When the Company Discloses Your Information**

The Company takes your privacy very seriously. The Company does not sell or rent your contact information to other marketers.

To help us provide superior service, your personal information may be shared with legal entities within our corporate group globally who will take steps to safeguard it in accordance with our privacy policy.

There are also times when it may be advantageous for the Company to make certain personal information about you available to companies that the Company has a strategic relationship with or that perform work for the Company to provide products and services to you on our behalf. These companies may help us process information, extend credit, fulfill customer orders, deliver products to you, manage and enhance customer data, provide customer service, assess your interest in our products and services, or conduct customer research or satisfaction surveys. In such situation these companies are prohibited from using your personal information for any unauthorized purposes and are also obligated to protect your information in accordance with the Company's policies, except if we inform you otherwise at the time of collection. Without such information being made available, it would be difficult for you to purchase products, have products delivered to you, receive customer service, provide us feedback to improve our products and services, or access certain services, offers, and content on our website.

The Company may take the personal information we receive from individuals responding to our customer surveys and combine (or aggregate) it with the responses of other customers we may have, to create broader, generic responses to the survey questions (such as

gender, age, residence, hobbies, education, employment, industry sector, or other demographic information). The Company then uses the aggregated information to improve the quality of its services to you, and to develop new services and products. This aggregated non-personally identifying information may be shared with third parties.

We also reserve the right to disclose your personal information for any reason if, in our sole discretion, we believe that it is reasonable to do so, including credit agencies, collection agencies, merchant database agencies, law enforcement, litigation or to satisfy laws, such as the Electronic Communications Privacy Act, the Child Online Privacy Act, regulations, or governmental or legal requests for such information. We may also disclose personal information that is necessary to identify, contact, or bring legal action against someone who may be violating our contracts, policies and procedures. Finally, we may also disclose information about you if we determine that for national security, law enforcement, or other issues of public importance, disclosure is necessary.

#### **4. How the Company Protects Your Personal Information**

The Company takes precautions-including administrative, technical, and physical measures-to safeguard your personal information against loss, theft, and misuse, as well as unauthorized access, disclosure, alteration, and destruction.

Our websites use Secure Sockets Layer (SSL) encryption on all web pages where personal information is required and to make online purchases you must use an SSL-enabled browser in order to protect the confidentiality of your personal and credit card information while it's transmitted over the Internet. You can help us by also taking precautions to protect your personal data when you are on the Internet. Change your passwords often using a combination of letters and numbers, and make sure you use a secure web browser.

While we make every effort to ensure the integrity and security of our network and systems, we cannot guarantee that our security measures will prevent third-party "hackers" from illegally obtaining your personal information.

#### **5. Integrity of Your Personal Information**

The Company has safeguards in place to keep your personal information accurate, complete, and up to date for the purposes for which it is used. You always have the right to access and correct the personal

information you have provided and can help us ensure that your contact information and preferences are accurate, complete, and up to date. In addition, you can request a copy of your personal information, your product registration history, and your interactions with our sales and support agents by contacting us at the E-mail address below.

#### **6. Privacy of Children**

Protecting children's privacy is especially important to us. We do not knowingly collect personal information from children under 13 for marketing purposes, but because some information is collected electronically, it can appear to be the personal information of the Company purchaser of the product, and will be treated as such by this privacy policy. If a child under 13 submits personal information to the Company and we learn that personal information is the information of a child under 13, we will attempt to delete the information as soon as possible. It is our policy to comply with the Children's Online Privacy Protection Act of 1998 and all other applicable laws. Therefore, we restrict our website to persons 18 years or older.

YOU MUST BE EIGHTEEN (18) YEARS OR OLDER TO ACCESS THE COMPANY'S WEBSITE. IF YOU ARE UNDER EIGHTEEN YEARS OF AGE, YOU ARE NOT PERMITTED TO ACCESS THE COMPANY'S WEB SITE FOR ANY REASON. DUE TO THE AGE RESTRICTIONS FOR USE OF THAT WEBSITE, NO INFORMATION OBTAINED BY THAT WEBSITE FALLS WITHIN THE CHILDREN'S ONLINE PRIVACY PROTECTION ACT OF 1998 AND IS NOT MONITORED AS DOING SO.

#### **7. Commitment to Your Privacy**

As we said, the Company takes protecting your privacy very seriously. To make sure your personal information is secure, we communicate these guidelines to our employees and strictly enforce privacy safeguards within the company. In addition, the Company supports industry initiatives, such as TRUSTe, to preserve privacy rights on the Internet and in all aspects of electronic commerce.

#### **8. International Users**

The Company abides by the safe harbor framework set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information collected from the European Union.

#### **9. Links to Sites of Other Companies**

Our website has links to the sites of other companies. We are not responsible for their privacy practices. We encourage you to learn about the privacy policies of those companies.

**10. Further Questions Regarding Privacy**

If you have questions or concerns about the Company's Customer Privacy Policy or data processing, please use the appropriate regional E-mail addresses (see list below) to contact us. The Company's Data Controller in your region will respond to your inquiry within 30 days.

If you do not want the Company to keep you up to date with Company news and the services update your personal contact information and preferences. Naturally, if you provide your information for a particular purpose, we will not do so.

**11. Effective Date; Updates to Privacy Policy**

The terms and conditions in this policy statement came into effect on [LIVE DATE OF WEBSITE]. The Company reserves the right to revise, amend, or modify this policy at any time and in any manner. When we change the policy in a material way a notice will be posted on our website along with the updated privacy policy. Your use of our website and any other services provided by the Company after such changes are implemented constitutes your acknowledgment and acceptance of these changes. Please consult this privacy statement prior to every use for any changes.