

**Institute for Patient-Centered Design, Inc.**  
**Privacy Policy**  
Revised April 14, 2011

**Our Commitment to Privacy**

Institute for Patient-Centered Design, Inc. is deeply committed to your right to privacy and takes your privacy seriously. We have very strict privacy policies and we strive to keep your personal and financial information secure. Please note that this Privacy Policy only applies to the PatientCenteredDesign.org and LactationDesign.com websites and not to any other websites that you may access from the Site, each of which may have privacy policies that are materially distinct from this Privacy Policy.

This Privacy Policy covers Institute for Patient-Centered Design Inc.'s treatment of personally identifiable information that Institute for Patient-Centered Design, Inc. collects when you are on the Institute for Patient-Centered Design, Inc. site, and when you use Institute for Patient-Centered Design, Inc.'s online services.

We hold all information you provide to us in absolute privacy. We do not share names, e-mail addresses or other personal information with any third party, unless specifically authorized by you, and we do not sell or rent our mailing list.

Only authorized employees may access your information.

All employees are required to adhere to our strict privacy policies and any employee who violates the privacy policy is subject to termination and other disciplinary measures, up to being criminally prosecuted for their violation.

**Traffic Data and Information.** Through the combination of both internal and third party tracking code as well as cookies, the following categories of information are tracked when a visitor enters the site: (1) IP address, (2) domain servers, (3) type of computer used to access the Site, (4) types of web browsers (collectively 'Traffic Data'). Institute for Patient-Centered Design, Inc. uses such data for general marketing purposes and in order to help enhance customer experience on the website.

**Personal/Company Information.** In order for each customer to access and utilize Institute for Patient-Centered Design, Inc.'s products and services, Institute for Patient-Centered Design, Inc. requires each customer to provide us with personal information (collectively 'Personally Identifiable Information').

Personally Identifiable Information includes: (i) 'Contact Data' (such as your first and last name and/or organization name, physical street address, mailing address, city, state, zip code, phone number and email address), (ii) 'Financial Data' (such as you or your organization's credit and/or debit card number, expiration date, and verification code), and (iii) 'Demographic Data' (such as your zip code and gender).

Please note that Contact Data and Traffic Data is used to gather general statistics regarding our customers and visitors respectively, in order to enhance the consumer experience on the website. We may also use demographic data in a manner that does not identify you specifically or allow you to be contacted but does identify certain criteria about our users in general. For example, we

may inform third parties about the number of registered users, number of unique visitors, and the pages most frequently browsed.

We also use Contact Data such as name, physical address and email address to provide special information and promotions regarding our products or in order to contact the customer regarding an order. Any Financial Data gather is used strictly for the purposes of processing or completing the financial transaction for your order.

**Confidentiality and Security of Personal Information.** As stated above, we will keep your Personally Identifiable Data private, and will not share it with third parties unless you specifically approve of the disclosure, or if Institute for Patient-Centered Design, Inc. is required by law to comply with a valid legal requirement such as law, federal regulation, search warrant, subpoena or court order.

**Website Areas Beyond Institute for Patient-Centered Design, Inc.'s Control.** The Site may include interactive forums such as message boards and chat rooms. Please note that any Personally Identifiable Information disclosed in such areas is public and becomes public information. You should use caution when deciding to disclose your personal information.

**Third Party Websites.** Institute for Patient-Centered Design, Inc. may maintain links to other websites. If you choose to visit other websites, we are not responsible for the Privacy Practices or content of those other websites, and it is your responsibility to review the Privacy Policies at those websites to confirm that you understand and agree with their policies.

**Retention of Records.** Institute for Patient-Centered Design, Inc. does not retain Personally Identifiable Information other than its membership records, which it maintains for the duration of a member's membership period.

**User Ability to Update Personally Identifiable Information.** We maintain a procedure to help you confirm that your Personal Information remains correct and up-to-date. At any time, you may request to review your account profile (Collectively 'personal profile') by emailing [accounts@patientcentereddesign.org](mailto:accounts@patientcentereddesign.org). You may update the information in your profile by sending an email request to [accounts@patientcentereddesign.org](mailto:accounts@patientcentereddesign.org). Verification identity may be required. If at anytime you wish to delete all of your Personally Identifiable Information from our site, you may contact us at [accounts@patientcentereddesign.org](mailto:accounts@patientcentereddesign.org) or you may reach us by telephone or facsimile at (404) 890-5646.

**Our Commitment To Data Security.** We strive to make certain that our servers and connections incorporate the latest encryption and security devices. To prevent unauthorized access, we have implemented physical, electronic, and managerial procedures to safeguard and secure the information we collect. Credit card and personal information are transmitted to us by secure servers. Documents are delivered to you either via priority mail or via e-mail.

IF FOR ANY REASON YOU BELIEVE THAT YOUR PRIVACY HAS BEEN BREACHED THROUGH THE USE OF OUR SITE, YOU MAY CONTACT US IMMEDIATELY AT (404) 890-5646 or [accounts@patientcentereddesign.org](mailto:accounts@patientcentereddesign.org).

1.1 INFORMATION THE COMPANY COLLECTS. In order for each customer to access and utilize Institute for Patient-Centered Design, Inc.'s products and services, Institute for

Patient-Centered Design, Inc. requires each customer to provide us with personal information (collectively ‘Personally Identifiable Information’). Personally Identifiable Information includes: (i) ‘Contact Data’ (such as your first and last name and/or organization name, physical street address, mailing address, city, state, zip code, phone number and email address), (ii) ‘Financial Data’ (such as you or your organization’s credit and/or debit card number, expiration date, and verification code), and (iii) ‘Demographic Data’ (such as your zip code and gender).

1.2 METHODS THE COMPANY USES TO COLLECT INFORMATION. Institute for Patient-Centered Design, Inc. utilizes a number of internal and third party methods to recognize visitor data such as IP addresses and browser settings (Collectively ‘Visitor Data’).

1.2.1 AUTOMATIC COLLECTION. Institute for Patient-Centered Design, Inc.’s internal servers and software automatically recognizes Visitor Data. No personal information is revealed in this process. The Site may also use such Visitor Data to compile traffic data about the kind and types of visitors that use the website at specific intervals (Collectively ‘Traffic Data’).

1.2.2 COOKIES. From time to time, Institute for Patient-Centered Design, Inc. may use the standard Cookie feature of major browser applications and third party providers as well as employ internally developed cookies and tracking code which allows Institute for Patient-Centered Design, Inc. to store a small piece of data on a visitor’s computer about the visit to the Institute for Patient-Centered Design, Inc. website. Personally Identifiable Information is not captured in such cookies, nor does Institute for Patient-Centered Design, Inc. use cookies to mine Personally Identifiable Information. Personally Identifiable Information is only captured when a visitor signs in to the system and willingly discloses such information in the Personal Profile of the website.

1.3 USE OF PERSONALLY IDENTIFIABLE INFORMATION. Institute for Patient-Centered Design, Inc. may use your Personally Identifiable Information to verify your identity and process your order through Merchant Accounting Services. Your Contact Data may be used to contact you in order to follow up with transactions initiated on the Institute for Patient-Centered Design, Inc. website, inform you of any changes to the Site and send you additional information about Institute for Patient-Centered Design, Inc. We will not share your Personally Identifiable Information with any third parties, except as necessary to provide you with the services offered by us or to comply with the law. We do not sell Personally Identifiable Information to third parties.

1.3.1 TRAFFIC DATA. We may use Traffic Data information to analyze our Website Traffic but such information is not examined for Personally Identifiable Information. We may also use such Traffic Data to help diagnose problems with our server, to administer our site or to display the content according to your preferences. Traffic and Transaction Information may also be shared with business partners, affiliates, and/or advertisers on an aggregate and anonymous basis.

1.4 USER CHOICE REGARDING COLLECTION, USE, AND DISTRIBUTION OF PERSONALLY IDENTIFIABLE INFORMATION. You may choose not to provide us with any Personally Identifiable Information. In this case, you may be able to visit the website, browse the Resources for Patients, Healthcare Professionals and Healthcare Designers; however, you will not be able to access and use those portions of the website which require your Personally Identifiable Information.

If you do not wish to receive information and/or promotional materials from Institute for Patient-Centered Design, Inc. or from our partners, you may unsubscribe from our mailing list on any one of the promotions or other materials we send to you.

1.5 USER ABILITY TO ACCESS, UPDATE, AND CORRECT PERSONALLY IDENTIFIABLE INFORMATION. We maintain a procedure to help you confirm that your Personal Information remains correct and up-to-date. At any time, you may visit your personal account profile by clicking on the MY ACCOUNT link which will take you to the appropriate URL address. Through your personal account profile, you are able to (i) review and update your Contact Data, (ii) complete any pending orders, and (iii) begin a new order.

1.6 WEBSITE AREAS BEYOND COMPANY'S CONTROL. The Site may include interactive forums such as message boards and chat rooms. Please note that any Personally Identifiable Information disclosed in such areas is public and becomes public information. You should use caution when deciding to disclose your personal information.

1.7 THIRD PARTY WEBSITES. Institute for Patient-Centered Design, Inc. may maintain links to other websites. If you choose to visit other websites, we are not responsible for the Privacy Practices or content of those other websites, and it is your responsibility to review the Privacy Policies at those websites to confirm that you understand and agree with their policies.

1.8 LOST OR STOLEN DATA. Institute for Patient-Centered Design, Inc. has security measures in place to prevent the loss, misuse, destruction and alteration of the information that you provide us or we obtain from you. We will have no liability however to you or to any third party arising out of any such loss, misuse, destruction, or alternation.