

# Hypertarget LLC - Privacy Policy

## Privacy Policy

Your privacy is very important to us. Accordingly, we have developed this policy in order for you to understand how we collect, use, communicate and make use of personal information. The following outlines our privacy policy.

When accessing the <http://www.smg-client.com> website, [Danieltieman.com](http://Danieltieman.com) / Hypertarget LLC will learn certain information about you during your visit.

Similar to other commercial websites, our website utilizes a standard technology called “cookies” (see explanation below) and server logs to collect information about how our site is used. Information gathered through cookies and server logs may include the date and time of visits, the pages viewed, time spent at our site, and the websites visited just before and just after our own, as well as your IP address.

## Use of Cookies

A cookie is a very small text document, which often includes an anonymous unique identifier. When you visit a website, that site’s computer asks your computer for permission to store this file in a part of your hard drive specifically designated for cookies. Each website can send its own cookie to your browser if your browser’s preferences allow it, but (to protect your privacy) your browser only permits a website to access the cookies it has already sent to you, not the cookies sent to you by other sites.

## IP Addresses

IP addresses are used by your computer every time you are connected to the Internet. Your IP address is a number that is used by computers on the network to identify your computer. IP addresses are automatically collected by our web server as part of

demographic and profile data known as “traffic data” so that data (such as the Web pages you request) can be sent to you.

## Email Information

If you choose to correspond with us through email, we may retain the content of your email messages together with your email address and our responses. We provide the same protections for these electronic communications that we employ in the maintenance of information received online, mail and telephone. This also applies when you register for our website, sign up through any of our forms using your email address or make a purchase on this site. For further information see the email policies below.

## How Do We Use the Information That You Provide to Us?

Broadly speaking, we use personal information for purposes of administering our business activities, providing customer service and making available other items and services to our customers and prospective customers. By submitting Name and Contact information we reserve the right to text you about the service you inquire about.

Hypertarget LLC will not obtain personally-identifying information about you when you visit our site, unless you choose to provide such information to us, nor will such information be sold or otherwise transferred to unaffiliated third parties without the approval of the user at the time of collection.

We may disclose information when legally compelled to do so, in other words, when we, in good faith, believe that the law requires it or for the protection of our legal rights.

## Email Policies

Personal information collected online may be combined with information you provide to us through other sources. We may also remove your personal identifiers (your name,

email address, social security number, etc.). In this case, you would no longer be identified as a single unique individual. Once we have de-identified information, it is non-personal information and we may treat it like other non-personal information. Finally, we may use your personal information to protect our rights or property, or to protect someone's health, safety or welfare, and to comply with a law or regulation, court order or other legal processes.

We will maintain the information you send via e-mail in accordance with applicable federal law.

### **CAN-SPAM Compliance**

In compliance with the CAN-SPAM Act, all e-mail sent from our organization will clearly state who the e-mail is from and provide clear information on how to contact the sender. In addition, all e-mail messages will also contain concise information on how to remove yourself from our mailing list so that you receive no further e-mail communication from us.

### **Choice/Opt-Out**

Our site provides users the opportunity to opt-out of receiving communications from us and our partners by reading the unsubscribe instructions located at the bottom of any e-mail they receive from us at any time.

Users who no longer wish to receive our newsletter or promotional materials may opt-out of receiving these communications by clicking on the unsubscribe link in the e-mail.

## **Intellectual Property Rights**

All copyrights, trademarks, patents and other intellectual property rights in and on our website and all content and software located on the site shall remain the sole property of Stealth media Group, LLC or its licensors. The use of our trademarks, content and intellectual property is forbidden without the express written consent from Stealth media Group, LLC.

**You must not:**

Republish material from our website without prior written consent.

Sell or rent material from our website.

Reproduce, duplicate, create derivative, copy or otherwise exploit material on our website for any purpose.

Redistribute any content from our website, including onto another website.

## Acceptable Use

You agree to use our website only for lawful purposes, and in a way that does not infringe the rights of, restrict or inhibit anyone else's use and enjoyment of the website. Prohibited behavior includes harassing or causing distress or inconvenience to any other user, transmitting obscene or offensive content or disrupting the normal flow of dialogue within our website.

You must not use our website to send unsolicited commercial communications. You must not use the content on our website for any marketing related purpose without our express written consent.

## How do we protect visitor information?

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user enters, submits, or accesses their information to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

## Third Party Disclosure:

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information.

## Fair Information Practices:

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

We will notify the users via email

- Within 7 business days

We also agree to the individual redress principle, which requires that individuals have a right to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or a government agency to investigate and/or prosecute non-compliance by data processors.

## HIPAA Privacy Policy:

I. General HIPAA Statement:

THIS NOTICE DESCRIBES HOW MEDICAL INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION. PLEASE REVIEW IT CAREFULLY.

Stealth Media Group provides electronic messaging and related technology services to and on behalf of health care providers for potential health care customers. By submitting individually identifiable health information to Stealth Media Group, including your name, contact information, and potential health concerns, it is expected that Stealth Media Group will possess such individually identifiable health information that may be protected under the Health Insurance Portability and Accountability Act of 1996 (HIPAA). Furthermore, by submitting this potentially protected health information (PHI) to Stealth media Group, LLC, you agree that Stealth media Group, LLC may share such PHI with the specific health care provider from which you are seeking potential care, treatment, and education regarding a potential health concern.

In compliance with HIPAA, the HIPAA Privacy Regulations, and the Health Information Technology for Economic and Clinical Health Act of 2009 (HITECH), Stealth media Group, LLC:

- does not use or further disclose PHI other than as expressly permitted;
- does not sell, trade, or otherwise transfer to outside parties your PHI;
- keeps your PHI stored in secured networks and is only accessible by Stealth media Group, LLC agents, who have special access to such systems; furthermore, all sensitive and/or credit information you submit is encrypted via Secure Socket Layer (SSL) technology;
- agrees to ensure that any agents, including subcontractors, to whom it provides PHI received from, or created or receive by Stealth media Group, LLC on behalf of the medical provider, also will agree to the same restrictions and conditions of confidentiality; and,

- shall make reasonable efforts to limit the use and/or disclosure of PHI to the minimum amount of information necessary as required by the medical provider to accomplish the intended purpose of the use or disclosure. If you have any questions or request further information about Stealth media Group, LLC's privacy policies, please contact us at (708) 480-2357.