

Internet Privacy Statement

Last Updated: May 10, 2006

Richmond Spine Interventions and Pain Center, formerly The Pain Management Center, respects your privacy and is committed to protecting it at all times. This Internet Privacy Statement gives details about how The Richmond Spine Interventions and Pain Center collects, uses and protects information on its Web site. This Internet Privacy Statement applies **only** to information collected by Richmond Spine Interventions and Pain Center through its Web site.

Changes to the Internet Privacy Statement

As our practice changes from time to time, this Internet Privacy Statement is expected to change as well. We reserve the right to apply changes the Internet Privacy Statement at any time, for any reason. We will post a notice that this Internet Privacy Statement has been amended by revising the "Last updated" date at the top of this page.

If you have questions about this Internet Privacy Statement, please [send us an e-mail](#).

What information we collect and how we use it

Information we collect -- When you browse our site and do not interact with the site for any online service or product from Richmond Spine Interventions and Pain Center, you browse anonymously. Personally identifiable information--such as your name, address, phone number and e-mail address--is not collected as you browse.

When you choose to interact with our site in ways, such as subscribing to publications, participating in online surveys, submitting questions or comments or requesting information or materials, we will collect certain personal information from you. The type of personal information collected will vary but may include name, address, phone number, birth date, billing and delivery information, e-mail address, and other demographic information. The type of product or service that you seek will determine the personal information that is collected. For a listing of the exact type of personal information that will be collected from you, please refer to the appropriate online form.

Tracking activity on our Web site -- We track how our site is used by both anonymous visitors and visitors who interact with the site. One way we track is by using "cookies." Cookies are small files stored on the site users' computers or Web servers and are used to aid Web page navigation. The cookie function is used on this site to track visitor practices to help determine which site features and services are most important and guide editorial direction. If you do not desire

the functionality created by the cookies, you may disable the cookie function at any time by adjusting your browser accordingly.

How we use personal information -- Once collected, we may use your personal information for the following purposes:

- Register you for programs and services you have requested
- Answer your e-mails or on-line requests
- Send information you request
- Send and process surveys you knowingly participate in
- Ensure Richmond Spine Interventions and Pain Center site is relevant to your needs
- Deliver Richmond Spine Interventions and Pain Center services such as newsletters or events

It is Richmond Spine Interventions and Pain Center's policy that anyone who has supplied us with their e-mail address will receive only messages they have specifically requested.

We do not share, sell, trade, exchange or rent your e-mail address to vendors for them to market their products or services to you. When we hire vendors to deliver e-mails to you on our behalf, they are under agreement and limited from using your e-mail address for any other purpose.

When we send e-mail to you, we may be able to identify information about your e-mail address, such as whether you can view graphic-rich HTML e-mail. If your e-mail address is HTML-enabled, we may choose to send you graphic-rich HTML e-mail messages.

How to opt out of e-mail -- To opt out of an e-mail list, simply send us an e-mail with "unsubscribe" in the text area. Please allow 6-8 weeks for updates to our address lists to take affect.

With whom we may share information – Richmond Spine Interventions and Pain Center may share personal information with our business partners in order to provide them an opportunity to offer products or services that may be of interest to you only when you specifically request that we do so. Richmond Spine Interventions and Pain Center also occasionally hires other companies to provide limited services on our behalf including, but not limited to, packaging, mailing and delivering purchases, answering customer questions about products or services, consulting services, data modeling, printing, sending postal mail and processing event registration. We will only provide those companies the information they need to deliver the service. They are prohibited from using that information for any other purpose.

Richmond Spine Interventions and Pain Center may disclose your personal information if required to do so by law or in the good-faith belief that such action is necessary to: (a) conform to legal requirements or comply with legal process served on the Richmond Spine Interventions and Pain Center; (b) protect and defend the rights or property of Richmond Spine Interventions and Pain Center; or (c) protect the personal safety of Richmond Spine Interventions and Pain Center personnel or members of the public in urgent circumstances.

Children under 18 -- We do not knowingly solicit data online from or market online to children under the age of 18.

Information security – Richmond Spine Interventions and Pain Center implements security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data. We restrict access to personal information to Richmond Spine Interventions and Pain Center’s business partners who may need to know that information in order to operate, develop or improve our services. These individuals are bound by confidentiality obligations and may be subject to discipline, including termination and criminal prosecution, if they fail to meet these obligations.

No guarantee -- Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. Accordingly, and despite our efforts, Richmond Spine Interventions and Pain Center cannot guarantee or warrant the security of any information you transmit to us, or to or from our online products or services.

Linking to other Internet sites

You should be aware that other Internet sites that link to the Richmond Spine Interventions and Pain Center site or to an Richmond Spine Interventions and Pain Center e-mail may contain privacy provisions that differ from the provisions of this Internet Privacy Statement. To ensure your privacy is protected, we recommend that you review the privacy statements of other Internet sites you visit.