

## **Privacy Policy**

At NovaMed of Chicago - Northshore, your privacy is important. That's why we're making this "Pledge of Trust," which outlines the information gathering and dissemination practices we follow and your rights as a user of our web site.

### **What Information We Collect**

When you visit our Web site, we may collect two types of information: personal information you provide through our contact form and Web site-use data that is automatically collected as you browse our site.

### **Personal Information You Choose to Provide**

If you choose to use our online contact form, you will be asked to provide your name, e-mail address, phone number, and other information. Additionally, if you correspond with us by e-mail, we may also save the contents of your messages, as well as your e-mail address and our replies to your inquiries.

### **Web Site-Use Information**

Along with the information you choose to provide us with, our Web site automatically collects information as you browse. We utilize web server logs to collect data about how our site is being accessed and used. Web server logs may include the name of the domain from which you access the Internet, the date and time you access our site, the pages you view, how much time you spend at our Web site and, if you linked to our Web site directly from another Web site, the Internet address of the Web site that connected to ours. In this way, we are able to determine how many of our patients and families we are serving through our Web site and what information is of most interest or use to you.

### **How We Use Your Personal Information**

We use your contact information to respond to your questions or to send you material and information you request, as well as to help us determine ways to restructure the Web site so it better serves you.

We also use your website information in order to help identify problems with our Web site. We may use all information we collect to analyze statistical use patterns and demographic data, including where our visitors come from and what demographic characteristics they have and to improve our Website to better serve our customers.

### **Disclosing Your Personal Information to Others**

We may share your personal information among our affiliates as necessary to provide you with the information and services you requested. Except in the limited circumstances listed, we do not provide unaffiliated third parties with personal information about our Web site visitors.

These circumstances may include:

We may disclose information about you if and when we believe it is necessary to comply with any law, rule, or court order or subpoena; to enforce our legal rights or the rules of this Web site; or to protect our business, property and operations.

We may prepare and keep statistical records and other data about you and users of our site, but we do it in a way that does not identify you or any other user personally.

We may hire third parties to help us collect and analyze such data, and we may share such statistical data with third parties. Again, such statistical data will not specifically identify you or any other user.

### **Links to Other Sites**

On our Web site, we may create links to other Web sites that we think may be of interest to you or provide further

information. Please note these are only suggestions, and we do not endorse any other Web sites.

We have not reviewed the privacy policies of any Web sites we link to our Web site, and you should exercise care when visiting any other Web site. We would like to hear from you if you find any Web sites linked to ours objectionable.

### **Your Consent and Permission**

By using our Web site, you consent to our collection and use of your personal information as described in the Privacy section of the website. We want to make every effort to keep you informed and aware of how we are protecting your privacy and the ways in which your personal information is used.

Thus, if we change our privacy policy and procedures, we will quickly post those changes on our website to keep you up-to-date on what information we collect, how we use it and under what circumstances we may disclose it.

### **Your Right to Object**

If you believe we are using your personal identity information in a way that is not authorized in this Privacy section, please contact us at once.

Privacy Officer  
At NovaMed of Chicago - Northshore,  
3034 West Peterson Avenue  
Chicago, IL 60659

We will promptly investigate and take corrective action if we find that we have not been following established procedures.