

Web Site Privacy Policy

Robert H. Fisher LLC's web site located at the URL <http://www.futureofhealthcareforums.com>, as well as other sites owned by Fisher (collectively, the "Site") are maintained by Fisher. At Fisher, we are committed to ensuring the privacy of all users of the Site. This document explains our collection and use of personal and other information obtained from you.

COLLECTION OF PERSONAL INFORMATION

Fisher does not collect personal information about individuals without their knowledge. Personal information may be requested when you engage in any of the following online activities:

- Register on our site to use services available only to registered users;
- Register with Typepad;
- Submit/post information for content or editorial purposes, such as comments, essays and similar materials;
- Submit information to the Site via a form. This includes activities such as completing a user survey or online application.
- Submit information to others on the Site. Note that to the extent that users are able to request personal information from each other (a feature which may or may not be enabled on the Site), the information is communicated through our system, but we do not otherwise collect such information.

USE OF PERSONAL INFORMATION

We will use commercially reasonable efforts to insure that personal information submitted will not be transferred to any non-affiliated third parties unless otherwise stated at the time of collection or if you give specific permission to do so, or if we are required to do so by law, such as where we become aware of information that evidences that a crime is being perpetrated or abuse is occurring.

When you use register on the Site, we may request your email address or Typepad ID as a unique identifier. If you provide your email address, you may receive various emails from Fisher including, but not limited to:

- Announcements of service enhancements;
- Updates to your account (e.g. notifications);
- Information about new web site features; and
- Surveys designed to collect information.

If you do not wish to receive these emails, select that option at the time of registration.

California has passed legislation requiring certain specific disclosures be made available to California residents who use the Internet and provide information that may be used for marketing purposes. That legislation requires any business that discloses a customer's

personal information to any third party for direct marketing purposes to provide the customer a method for obtaining the names, addresses and certain other specified details of anyone who might have received that personal information. If you are a California resident you may request this information from Fisher by writing to the address and/or email provided below. Fisher is not obligated to respond to more than one such request from you per calendar year.

ON-LINE FORMS:

When a user submits personally identifiable information it is used only for the purpose stated at the time of collection.

Please be aware that if you decide to disclose personally identifiable information on a publicly accessible area of the Site, this information may become public. Fisher does not control the acts of other visitors to its sites, so please be cautious when deciding to reveal personal information on a public area of any site. Please contact us if you believe a visitor to the Site is improperly collecting or using information about you or other users. Personal information submitted for content or editorial purposes may be used both on the web site and in publications of Fisher.

We also may disclose personally identifiable information in the following situations: (a) in response to a subpoena, court order or legal process, to the extent permitted and required by law; (b) to protect user security or the security of other persons, consistent with applicable laws; or (c) in connection with a sale, joint venture or other transfer to some or all of the assets of Fisher. We otherwise exercise commercially reasonable care to not otherwise share or disclose the names of users or any personally identifiable information with third parties, except with the prior approval of the user.

ANONYMOUS DATA

While personal information is protected as discussed above, we sometimes collect anonymous data about your computer's capabilities and/or your online browsing pattern. Such information may include the IP address (a number automatically assigned to a computer by the ISP), the associated URLs, domain types, the browser type use to access or site, the country, state and telephone area code, the location of the ISP's servers, the pages of our site that the user views during the visit, any search terms entered on this site, and the Website address and email address of a user. This information may be collected for system administration purposes, to gather broad demographic information and to monitor the level of activity on the site. Fisher does not link IP addresses to personal information; however, we reserve the right to link IP addresses and other information supplied by the ISP to personally identifiable information in order to protect the integrity of our system and for security purposes.

Fisher may place a small text file, called a "cookie", in the browser files of your computer. The cookie enables us to track your use of our web site to determine which areas you use most frequently. It enables us to see what portions of the site interest you most, but this is anonymous in nature. That is, it does not contain any personal information about you. Most browsers are initially set to accept cookies. If you prefer, you can set your browser to refuse cookies or to

alert you when cookies are being sent. If you choose to not accept cookies, you will not be able to use certain features we offer to registered users. If you choose to be a registered user, you must accept a cookie from us.

Anonymous data collected through the Site may be supplied to affiliates of Fisher, and other companies and organizations who perform work for us under contract or sell products or services that complement our products and services.

CHILDREN

The Site is not intended for use by children. We do not knowingly collect or solicit personal information from children or knowingly allow children to use the services otherwise available on/through the Site. Visitors 12 years of age and younger must obtain an adult's permission before submitting any personal information to this or any other website. In the event that we learn that we have received any personal information from a visitor 12 years of age or younger, we will delete that information as quickly as possible. If you believe that we might have information from or about a child 12 years of age or younger, please contact us at _____.

LOG FILES

Fisher uses Internet Protocol ("IP") addresses to help diagnose problems with our server and to administer our web site. IP addresses are used to gather broad demographic information, such as a visitor's country, operating system, browser types, frequency of visit, and so on.

SECURITY

Fisher takes reasonable precautions to protect your personal information. When you submit information via the Site, it is protected both online and off-line. When personal information is required, that information is stored in a secure file on our server. This information is not accessible from the web. We use industry-standard encryption technologies when transferring and receiving sensitive personal information from our site.

We also take precautions to protect user information off-line. All user information is restricted to authorized employees. Only employees who need the information to perform a specific task are granted access to personal information. The server used to store personal information is kept in a secure environment.

All of that being said, the Internet is a global environment. By using this site and sending information to us electronically, you consent to transborder and international transmission of any data that you may choose to supply us. Information transmissions to this site and emails sent to us may not be secure. Given the inherent operation and nature of the Internet, all Internet transmissions are done at the user's own risk.

LINKS TO OTHER SITES

This site may contain links to other web sites on the Internet that are owned and operated by third parties. The information practices of those web sites are not covered by this Privacy Policy, but by their own terms and policies, which you should read carefully. These other sites may send their own cookies to users, collect data or solicit personal information. This privacy policy only applies to the our web site.

CHANGES TO THIS PRIVACY POLICY

We reserve the right to change the terms of this Privacy Policy from time to time by posting an updated Privacy Policy. We encourage you to review this Privacy Policy periodically for any changes or updates.

CONTACT INFORMATION

If you have comments, questions, or concerns about our privacy policy and/or our web site, or want to be removed from our database, please contact us in one of the following ways:

- Send email to [ContactFOHCF@rfisher.com]
- Send postal mail to the following address:

[PO Box 280143, San Francisco, CA 94128]