

PRIVACY POLICY



The *First Impressions Weekly Drill* is a service of Medical Distribution Solutions Inc (MDSI). Your use of this service indicates to us that you have read and accepted our Privacy Policy.

At the *Weekly Drill*, we respect our subscribers and understand that you are concerned about privacy. Therefore, we have instituted policies intended to ensure that your personal information is handled safely and responsibly. We also have posted this privacy policy to let you know what kind of information we collect, how it is handled, with whom it may be shared and what choices you have regarding our use of your information.

While we continue to develop our products and services and take advantage of technologies to improve the services we offer, this policy likely will change. Therefore, we encourage you to refer to this policy on an ongoing basis, and when we make any material change(s) to this Privacy Policy, we will inform you by posting a notice on the home page of this site and by changing the date on this page noting when the Privacy Policy was last updated.

When you subscribe to the *Weekly Drill*, we collect and store personally identifiable information from you that may include your name, postal and e-mail addresses, facts about your profession and company. From time to time we may also track information, in aggregate, on pages and features that user's access or view. The activity is collected and stored in our server's log files. We utilize a tracking technology that allows us to monitor the number of users that have clicked on an advertisement. We use this information for internal purposes to measure the aggregate number of people who view a given newsletter item.

After a user subscribes to the *Weekly Drill*, we may conduct periodic online surveys and contests or generate content that is presented by aggregating activity of recipients. These surveys and contests are entirely voluntary and you may decline to participate.

Information collected about subscribers and users will be stored internally and used for profiling and marketing purposes. This is done in order to:

- Serve our subscribers and users with the features of the site
- Provide the products or services you requested
- Personalize content and advertising
- Send you email notifications and other marketing material about our products and services
- Perform audits and statistical analysis
- Enforce our user agreement
- Inform advertisers as to how many users have seen or "clicked" their advertising banners

A subscriber may change/correct his/her preferences or personal information at any time by contacting us at the information provided below. We will remove any registrant (and their personal information) from our database pursuant to a request from the registrant, including full name and email address, to: weeklydrill@mdsi.org. If you have any questions about the substance or implementation of this Privacy Policy, please contact us. This can be done in a number of ways: by email at weeklydrill@mdsi.org, by postal mail at MDSI, ATTN: Dail-E News, 5445 Triangle Parkway, Norcross, GA 30092, or by calling our MDSI headquarters at 800-536-5312.

Policy Last Updated: March 11, 2009