



## Privacy Policy

Welcome to PRIMEAIRAMBULANCE.ORG (the "Site")

We understand that privacy online is important to users of our Site, especially when conducting business. We are committed to protecting any personal information that you may provide to us. In particular, we believe it is important for you to know how we treat information about you that we may receive from this Site. This statement governs our privacy policies with respect to those users of the Site ("Visitors") who visit without transacting business and Visitors who register to transact business on the Site and make use of the various services offered by PAA MEMBERSHIP CARD (collectively, "Services") ("Authorized Customers").

This Site is not intended for persons under [18] years of age. We do not knowingly solicit or collect personal information from or about children, and we do not knowingly market our products or services to children.

### "Personally Identifiable Information"

Refers to any information that identifies or can be used to identify, contact, or locate the person, to whom such information pertains, including, but not limited to, name, address, phone number, fax number, email address, financial profiles, social security number, and credit card information. Personally Identifiable Information does not include information that is collected anonymously (that is, without identification of the individual user) or demographic information not connected to an identified individual.

### What Personally Identifiable Information is collected?

We may collect basic user profile information from all of our Visitors. Our web servers collect the domain names, not the e-mail addresses, of Visitors. We collect the following additional information from our Authorized Customers: the names, addresses, phone numbers, email addresses of Authorized Customers. . You provide certain Personally Identifiable Information to us when you: (a) obtain membership from Site, (b) call our Global Response Centre; (c) send other information to us through the "Send Online Query" or "Feedback" interface, or (d) contact us to receive medical consultancy and patient support services. Your employer or an affiliated entity may provide information about you to us to enable us to provide you and your employer services, such as travel related services. When you choose to pay for Services by credit card, you will be required to provide us the name of your credit card issuer, credit card number and expiration date.

### What organizations are collecting the information?

In addition to our direct collection of information, our third party service vendors (such as credit card companies, clearinghouses and banks) who may provide such services as credit, insurance, and escrow services may collect this information from our Visitors and Authorized Customers. We do not control how these third parties use such information, but we do ask them to disclose how they use personal information provided to them from Visitors and Authorized Customers. Some of these third parties may be intermediaries that act solely as links in the distribution chain, and do not store, retain, or use the information given to them.

#### How does the Site use Personally Identifiable Information?

We will use Personally Identifiable Information to provide you with Services that you purchase, or that are purchased by your employer. Domain name information that we collect is not used to personally identify you and instead is aggregated to measure the number of visits, average time spent on the Site, pages viewed, etc. We use this information to measure the use of our Site and to improve the content of our Site. We may also use Personally Identifiable Information to contact Visitors and Authorized Customers in response to specific inquiries, or to provide requested information.

#### With whom may the information be shared?

We have entered into and will continue to enter into partnerships and other affiliations with a number of vendors. Such vendors may have access to certain Personally Identifiable Information on a need to know basis for evaluating Authorized Customers for service eligibility. Our privacy policy does not cover their collection or use of this information. Personally Identifiable Information about Authorized Customers may be shared with our affiliated entities and third party vendors that are performing Services for the Company or acting as its agent. We will require that any such entities or persons providing services on behalf of the Company agree to protect the privacy of your Personally Identifiable Information and use it only for the purposes for which the information is transferred. We may transfer your medical information to companies that provide emergency air travel or to local clinics or physicians who we arrange to treat you. We may also transfer personal information to local authorities if necessary or desirable to assist in arranging emergency medical care for you. Personally Identifiable Information may also be used or disclosed for other purposes if required or permitted by applicable law. We will disclose Personally Identifiable Information in order to comply with a court order or subpoena or a request from a law enforcement agency to release information. We will also disclose Personally Identifiable Information when reasonably necessary to protect the safety of our Visitors and Authorized Customers. The Company will not use or disclose your personal information except as described in this statement unless you give us your permission to use or disclose it for other purposes. We also offer the opportunity to "opt out" of receiving information or being contacted by us or by any agency acting on our behalf.

In the event of a transfer of ownership, a sale of assets, or a bankruptcy, your Personally Identifiable Information, gathered from purchasing or making reservations for products or services or electing to receive communications (such as emails), may be passed on to any resulting third-party entity.

#### How is Personally Identifiable Information stored?

Personally Identifiable Information collected by PAA membership card is securely stored and is not accessible to third parties or employees of PAA membership card except for use as indicated above.

#### Are Cookies Used on the Site?

Our web servers also seek (as many websites do) to place a "Cookie" (a small data file) on your computer's hard drive. Cookies are used for a variety of reasons. We use Cookies to obtain information about the preferences of our Visitors and the services they select. We also use Cookies for security purposes to protect our Authorized Customers. For example, if an Authorized Customer is logged on and the site is unused for more than 10 minutes, we will automatically log the Authorized Customer off. This

Cookie is not used to obtain your name or any personal data, and the information that is tracked is used only for internal purposes, such as to improve site navigation and to measure the effectiveness of our promotional placements, and is not shared with anyone other than our affiliates and contractors who assist us in these efforts and are bound to confidentiality. However, if you prefer not to accept Cookies, you can set your browser to reject them or to alert you before one is placed.

How does PRIME AIR AMBULANCE use login information?

PRIME AIR AMBULANCE uses login information, including, but not limited to, IP addresses, ISPs, and browser types, to analyze trends, administer the Site, track a user's movement and use, and gather broad demographic information.

What partners or service providers have access to Personally Identifiable Information from Visitors and/or Authorized Customers on the Site?

PRIME AIR AMBULANCE has entered into and will continue to enter into partnerships and other affiliations with a number of vendors. Such vendors may have access to certain Personally Identifiable Information on a need to know basis for evaluating Authorized Customers for service eligibility. Our privacy policy does not cover their collection or use of this information. Disclosure of Personally Identifiable Information to comply with law. We will disclose Personally Identifiable Information in order to comply with a court order or subpoena or a request from a law enforcement agency to release information. We will also disclose Personally Identifiable Information when reasonably necessary to protect the safety of our Visitors and Authorized Customers.

How does the Site keep Personally Identifiable Information secure?

We maintain strict physical, electronic, and administrative safeguards to protect your Personally Identifiable Information from unauthorized or inappropriate access. All of our employees are familiar with our security policy and practices. The Personally Identifiable Information of our Visitors and Authorized Customers is only accessible to a limited number of qualified employees who are given a password in order to gain access to the information. Workers who misuse personal information are subject to disciplinary action. We audit our security systems and processes on a regular basis. Sensitive information, such as credit card numbers or social security numbers, is protected by encryption protocols, in place to protect information sent over the Internet. While we take commercially reasonable measures to maintain a secure site, electronic communications and databases are subject to errors, tampering and break-ins, and we cannot guarantee or warrant that such events will not take place and we will not be liable to Visitors or Authorized Customers for any such occurrences.

When an Authorized Customer provides information (such as travel and activity information) through online forms, the information is protected using industry-standard SSL encryption. SSL is an acronym for Secure Sockets Layer, a protocol for transmitting private documents via the Internet. SSL works by using a private key to encrypt data transferred over an SSL connection.

We have also contracted a special agreement with Verisign, an independent third party in order to provide its customers with a secure way to collect information. This assures Authorized Customers that:

- Site has a VeriSign Secure Server ID;
- VeriSign has verified the organizational name and that Site has the proof of right to use it; and
- All information sent to this Site, if in an SSL session, is encrypted and protected against unauthorised disclosure to third parties.

The security of your PAA account also relies on your protection of your PAA account password. You may not share your PAA account password with anyone. PAA will never ask you to send your password or other sensitive information to us in an email, though we may ask you to enter this type of information

on the Site, which will always have a URL beginning with <https://www.primeairambulance.org>

Any email or other communication requesting your password, asking you to provide sensitive account information via email, or linking to a website with a URL that does not begin with <https://www.primeairambulance.org> should be treated as unauthorized.

How can Visitors correct any inaccuracies in Personally Identifiable Information?

Visitors and Authorized Customers may contact us to update Personally Identifiable Information about them or to correct any inaccuracies by emailing us at [membership@primeairambulance.org](mailto:membership@primeairambulance.org)

Can a Visitor delete or deactivate Personally Identifiable Information collected by the Site?

We provide Visitors and Authorized Customers with a mechanism to delete/deactivate Personally Identifiable Information from the Site's database by contacting [membership@primeairambulance.org](mailto:membership@primeairambulance.org). However, because of backups and records of deletions, it may be impossible to delete a Visitor's entry without retaining some residual information. An individual who requests to have Personally Identifiable Information deactivated will have this information functionally deleted, and we will not sell, transfer, or use Personally Identifiable Information relating to that individual in any way moving forward.

What happens if the Privacy Policy Changes?

Please check this privacy policy periodically to inform yourself of any changes. We reserve the right to modify or supplement this privacy policy, with or without notice, at anytime. However, if we are changing our privacy policy in a manner that might cause disclosure of Personally Identifiable Information that a Visitor or Authorized Customer has previously requested not be disclosed, we will contact such Visitor or Authorized Customer to allow such Visitor or Authorized Customer to prevent such disclosure.

#### Links

This web site contains links to other web sites. Please note that when you click on one of these links, you are moving to another web site. We encourage you to read the privacy statements of these linked sites as their privacy policies may differ from ours. While we try to link only to sites that share our high standards and respect for privacy, we are not responsible for the content, security, or privacy practices employed by other sites.

#### Dispute Resolution

If you have a complaint about any of our website privacy policies please bring to our attention by addressing your concerns to [membership@primeairambulance.org](mailto:membership@primeairambulance.org). Please prefix the subject of your email 'confidential'. We endeavour to resolve all complaints as soon as they are brought to our attention, but if this is not possible, we will acknowledge receipt of your complaint in [five] working days and advise you how we intend to resolve the issue you have raised and how long this is likely to take. Complaints and disputes will be resolved expeditiously. We take the privacy of your personal information very seriously and will use your information only in accordance with the terms of this Privacy Policy. We will not sell or rent your personally identifiable information or a list of our customers to third parties.

Please note that your personal information will be stored and processed on our computers in [Chicago - USA] The laws on holding personal data in [Chicago - USA] may be less stringent than the laws of your country but the Company will hold and transmit your personal information in a safe, confidential and secure environment.

#### DISCLAIMER

By using the PAA web pages, you assume all risks associated with the use of this site including any risk to your computer, software or data being damaged by any virus, software, or any other file that might

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be transmitted or activated via an PAA web page or your access to it. PAA shall not be liable for any damages of any kind (general, special, incidental or consequential damages, including, without limitation, lost revenues or lost profits) resulting from the use or misuse of the information contained in the PAA web pages.