

pCare™ Privacy Policy

This policy sets forth the privacy practices of TVR Communications™, LLC, with respect to this website www.p-care.com.

This policy has been developed with the recognition that internet technologies are rapidly evolving. Accordingly, the policy is subject to change. Any such changes will be posted on this page.

What information does pCare gather about you?

Email: From its public website, pCare will gather information you provide if you click on the “Contact Us” link, “Request a Demo” link and/or choose to send us an email. The information collected may include your first and last name, job title, organization name, organization address, state, email address, phone number, number of physicians, area or topic of interest, as well as any messages or comments you send us. You can also elect to subscribe to the pCare blog, which will be distributed periodically to the email address you enter.

Cookies: pCare employs cookies, which are text files placed on your computer to recognize you on this website, provide access to gated content, and track site usage.

This website also uses Google Analytics, a web analytics service provided by Google, Inc. (“Google”). Google Analytics uses cookies, which are text files placed on your computer to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators, and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google’s behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser; however, please note that if you do this, you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

IP addresses: pCare logs IP addresses, or the location of your computer on the internet, for systems administration and troubleshooting purposes. We do not use IP address logs to track your session or your behavior on our site.

Log files: Log data is only used in aggregate to analyze usage of our website.

What does pCare do with the information it gathers/tracks?

Uses: pCare uses the information you send by email to respond to your messages or comments, to send you the blog (if you elect to receive it), and for internal business purposes. pCare does not and will not distribute your personal information to any third party other than as authorized by you or as provided below in the “Compliance with Legal Process” section. Data collected from cookies, IP addresses, and log files are used for internal website administration purposes only. This data is primarily used to optimize our website for our visitors; however, we reserve the right to use this data for marketing purposes.

Data security: To prevent unauthorized access, maintain data accuracy, and ensure the appropriate use of information, we have put in place physical, electronic, and managerial procedures to protect the information we collect online.

With whom does pCare share the information it gathers/tracks?

pCare shares the information it gathers with its own staff and authorized contractors solely for the internal

business purposes of administering and managing the website, as set forth above. We do not share your information with advertisers, business partners, or other third parties.

Note about third-party websites: This website contains links to other websites. pCare is not responsible for the privacy practices or the content of other websites. Clients and visitors will need to check the policy statement of these other websites to understand their policies. Clients and visitors who access a linked site may be disclosing their private information. It is the responsibility of the user to keep such information private and confidential.

How do I change or update my personal information?

To update any information you have submitted to pCare, simply click on the “Contact Us” link and send us an email with the updated information.

Compliance with legal process: We may disclose your information if we are required to do so by law or if we in good faith believe that such action is necessary to (1) comply with the law or with legal process; (2) protect the personal safety or property of our users or the public; or (3) defend our legal rights including, without limitation, protecting ourselves against misuse or unauthorized use of the pCare website.

For any questions concerning pCare, please contact:

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