

Privacy Policy

Welcome to www.framesdata.com! This site (the "Frames Data Online Site") is owned by Frames Data Inc. ("FDI" or "we"), a subsidiary of Jobson Medical Information LLC ("JMI") and its parent, Jobson Healthcare Information LLC ("JHI"), which provides circulation, marketing, and IT (tech) support services on our behalf. This privacy policy explains the practices of FDI and JHI regarding the collection, use, and disclosure of personally identifying information that you may provide to us through the Frames Data Online Site.

What personally identifying information is collected on or through the Frames Data Online Site?

- When you request **technical support**, we ask you for your first name, last name, title, company name, dep't/mail stop/suite, business address, city, state, zip, phone, fax, and e-mail.
- If you are a **software developer** calling to ask for specifications for integration, or because you are having a problem integrating our data into a particular software application, we will ask you for your first name, last name, title, company name, dep't/mail stop/suite, business address, city, state, zip, phone, fax, and e-mail.
- When you ask us for a **demonstration CD-ROM** for a Frames Data® digital product, we ask you for your first name, last name, title, company name, dep't/mail stop/suite, business address, city, state, zip, phone, fax, and e-mail.
- When you **subscribe** to the Frames Data® Quarterly Print, Frames Data® Quarterly DVD, SPEX UPC CD-ROM, Review of Cornea & Contact Lenses Guide, or the Lenses Product Guide, you are asked for your first and last name, title, company name, address, phone number, fax number, and e-mail address, as well as your credit-card information

How do we use the personally identifying information that we collect?

- We use the personally identifying information that you provide on the **technical support e-mail form** to contact you to provide assistance.
- We use the personally identifying information that you provide on the **software developer request e-mail form** to contact you to provide the support you are seeking.
- We use the personally identifying information we collect on the **digital product demonstration request e-mail form** to send you the CD-ROM you requested

and to follow up by phone or e-mail as may be necessary to answer any questions you may have.

- The personally identifying information that you provide on your **online subscription form(s)** is used as follows:
 - The *Frames Data*[®] online subscription form resides on the Web site of JHI's fulfillment house. The fulfillment house stores all the personally identifying information that you enter on the online subscription form according to its own privacy policy. The fulfillment house uses that information to fulfill your subscription, accept your payment, send you notices of renewal, notify you if your credit card is declined, and do whatever else is necessary to keep your subscription up to date.
 - If you have subscribed to any *Frames Data*[®] print publication, the fulfillment house will forward your name and street address to our printer, which will use it to mail the CD or DVD to you.
 - If you have subscribed to any *Frames Data*[®] CD or DVD, the fulfillment house will forward your name and street address to the CD mail house, which will use it to mail the publication to you.
 - The fulfillment house also makes your personally identifying information available to JHI's circulation department so that it can carry out its circulation and marketing activities, but the fulfillment house does not provide JHI with your credit-card number.
 - JHI may share your name and address with its direct mail vendors (who are engaged on a job-to-job basis), who may send you renewal mailings, and with JHI's list vendor, who may include your name and address in lists that it rents to third parties.
 - If you provide your e-mail address, JHI or its list vendor(s) may use it to send you (a) newsletters published by FDI, JMI and/or their affiliates about developments and opportunities in the optical and ophthalmic industries; (b) e-mails from JMI's *Eyefind*[®] service, and (c) other advertisements and promotional messages for other optical products and services offered by JMI, FDI and by other companies. JHI may also provide your e-mail address to its affiliates and others in the optometric and optical fields who offer products and services that may be of use to you.
 - If you provide your telephone number, JHI may share it with telemarketing companies (who are engaged on a job-by-job basis) who

may use it to solicit renewals of FDI subscriptions, and with JHI's list vendor, who may include the phone number along with your name and address in lists that it rents to third parties. You do not have to provide your telephone number to subscribe to any Frames Data® product.

- If you provide your fax number, you give consent for JHI to share that fax number with its fax vendors and for JHI and/or those fax vendors to send you subscription renewals and fax advertisements for FDI and JMI information products and services at that fax number. You do not have to provide your fax number to subscribe to any Frames Data® product.
- If FDI, JMI or JHI sells, assigns, or otherwise transfers the business of the Frames Data Online Site, that entity will transfer your personally identifying information to the buyer and use reasonable commercial efforts to require the buyer to agree to treat it in accordance with this privacy policy.
- If FDI, JMI or JHI is required to disclose your personally identifying information by any applicable law, court order, or government regulation, it will comply with such law, order or regulation.

Do we use cookies (and what are they)?

Cookies are pieces of information that a Web site places on your computer to facilitate and enhance your communication and interaction with that site by causing the site to recognize you as you move from page to page on the Frames Data Online Site. JHI uses "session cookies," which are cached in memory only while you are visiting the Frames Data Online Site and are deleted from the cache when you close your browser. JHI does not use cookies to retrieve personally identifying information from your computer. Cookies (and JavaScript) must be enabled for you to enter and use the Frames Data Online Site.

Does any third party collect personally identifying information on the Frames Data Online Site?

No.

JHI and third-party vendors may use Google® to serve ads when you visit the Frames Data Online Site. JHI also uses Google® Analytics to track user activity. Google tracks where you go on the Frames Data Online Site and combines that information with information that Google may have about you through your having a Google account and/or through your use of other Web sites that use Google Analytics. Google and its affiliates may use cookies — but *not* your name, address, email address, telephone number or any other information that identifies you personally — to serve advertisements about goods and services of interest to you on the Frames Data Online

Site and on others that you visit. Google's use of the information it collects is subject to Google's own privacy policy, which is available at <http://www.google.com/policies/privacy/>.

What about non-confidential information that you transmit to the Frames Data Online Site?

Any communication or material you transmit to us by electronic mail or otherwise, including any data, questions, comments, suggestions, or the like is, and will be treated as, nonconfidential and nonproprietary. FDI, JHI or JMI may use anything you transmit to or post on the Frames Data Online Site for any purpose, including but not limited to, reproduction, disclosure, transmission, publication, broadcast, posting and/or ranking, as well as any other purpose whatsoever, including but not limited to, developing, manufacturing and marketing products and services using such information.

How can you correct your personally identifying information?

To keep your personally identifying information accurate, current, and complete, please contact:

Technical Support, Product Demonstrations, Developer Requests

Frames Data Inc.
Technical Support
100 Avenue of the Americas, 9th Floor
New York, NY 10013
Phone: (800) 821-6069 x 1
Email: techsupport@framesdata.com

Frames Data® Subscription Information

Please call 1-800-739-7555 or e-mail framesdata@cambeywest.com, or write to:

Frames Data Inc.
Marketing Department
100 Avenue of the Americas, 9th Floor
New York, NY 10013
Phone: (800) 506-2245

How can you be sure that your personally identifying information is secure on the Frames Data Online Site?

JHI takes reasonable steps to protect your personally identifying information as you transmit it from your computer to the Frames Data Online Site and to protect your

personally identifying information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. You should keep in mind that no Internet transmission is ever 100% secure or error-free. In particular, e-mail sent to or from the Frames Data Online Site may not be secure. Moreover, it is your responsibility to safeguard any passwords, ID numbers, or other special access features that you use on the Frames Data Online Site.

How is personally identifying information handled on Web sites that are linked to the Frames Data Online Site?

The Frames Data Online Site may contain links or references to other Web sites in addition to the ones already mentioned. Please be aware that FDI, JHI and JMI may control such other Web sites and that, in any case, this privacy policy does not apply to those Web sites. You should read the privacy policy of every Web site you visit.

If you are a California resident, how can you find out the names of any information brokers or any other third parties with whom we share your personally identifying information under California Privacy (Cal. Bus. & Prof. Code § 22575 et seq. ("Cal-OPPA"))?

Send a request to marketing@framesdata.com and within thirty (30) days, we will provide you with that information.

How will you know if this policy has changed?

If this privacy policy changes, the revised policy will be posted here. Please check back periodically, and especially before you provide any personally identifying information. This privacy policy was last revised on **May 29, 2014**.