

AUTOLOGOUS BLOOD RESOURCES, INC. PRIVACY POLICY

Your privacy is of great importance to Autologous Blood Resources, Inc. (“ABR”). As a user of ABR’s website (the “Site”), you are valued by ABR, and we will take appropriate measures to protect the personally identifiable information (“Personal Information”) provided by and collected from you on the Site in connection with the functions, products, services and information offered on the Site (the “ABR Services”).

What Information Does ABR Collect About Site Visitors?

At the Site, we do not collect Personal Information from individuals unless they provide it to us voluntarily and knowingly. ABR gathers data, such as names, addresses, zip/postal codes, e-mail addresses, etc., only when voluntarily submitted by a visitor. Personal Information that we collect falls into three primary categories.

Information that Site Visitors Give Us: We may receive and store the information that you enter at our website, provide to us on a webpage or give to us in any other way. You can always choose not to provide some or all of the information which we request. This information is used solely by ABR.

Automatic Information: Whenever you interact with ABR, we receive and store certain types of information. Our web servers automatically capture your domain name, the IP address of the web page from which you enter our site, the pages you visit on our site and the amount of time you spend here. We do not collect any information that can reveal your personal identity unless you voluntarily provide it when you register to use interactive features of the site or receive information from us. We may use "cookies" to obtain information when your web browser accesses this website. Each time you visit our site, we will initiate a session cookie in your browser memory that will allow us to maintain the continuity and security of your online session. This session cookie will be deleted when you shut down your browser or turn off your computer. Our cookies will never be used to track your activity on any third party websites or to send spam, nor will cookies provide us with any personally identifiable information about you. A cookie is an alphanumeric identifier, which we transfer to your computer via your Web browser and store on your computer's hard drive. On most web browsers you will find a "help" section on the toolbar. Please refer to this section for information on how to receive notification when you are receiving a new cookie, and how to turn cookies off.

Email Communications: In order to make the email we send you more helpful and relevant to your interests, we receive and store certain types of information. For instance, if your computer supports this functionality, we may receive a confirmation when you open an email we send you. We may also receive a confirmation when you follow a hyperlink from one of our email messages to our website. If you want to stop receiving email from us, simply hit reply and type “unsubscribe” in the subject field or contact us by email at: info@beforesurgery.com.

Does ABR Share the Information It Receives?

We are not in the business of selling information about our Site visitors. We consider this information to be a vital part of our relationship with you and we treat it with great care and respect. There are, however, certain circumstances in which we may share your data with certain third parties. We will share personally identifiable information with third parties when (i) the person submitting the information authorizes us to share it, (ii) the third-party is performing a function on behalf of ABR that is directly related to the operation of the Site or to a service or information provided on the Site, and access to such information is necessary to the performance of such function or to the provision of such services or information being provided, or (iii) we are required to by law to do so. Any personally identifiable information you give us on this site will be used only to provide the product, service or information you have requested or for which you registered. In order to provide our services, we may share your information with our business partners who share our obligation to protect your information. We will not sell, rent or license your information to third parties for marketing purposes without permission. The non-personally identifiable information we gather may be used to improve our site.

Access to Information About You

If you desire to review your own personal information, to correct existing information, or to remove your information, please contact ABR via email at [insert appropriate email address]. If you request removal of your personal information, you acknowledge that residual information may continue to reside in ABR's records and archives, but ABR will not use that information for commercial purposes. ABR reserves the right to maintain your personal information if ABR has suspended, limited, or terminated your access to our website for violating ABR Terms of Use.

What Choices Do I Have?

As outlined in this Privacy Policy, you can always choose not to provide information; however, doing so may prevent you from accessing valuable features at our website.

Links to Third Party Sites

You may be able to access third-party websites through links available on the Site. You understand and agree that your use of such third-party sites will be governed by the privacy policies of those sites and not by this Privacy Policy. ABR will not be responsible for the actions of the operators of such third-party websites.

E-Mailed Information

Please be advised that the confidentiality of any communication or material transmitted to ABR via Internet electronic mail cannot be guaranteed, including, without limitation, personal information such as your name, address or Social Security number.

Forums, Message Boards, Etc.

We may also make forums, message boards and news groups available to you. Please understand that any information that is disclosed in these areas could become public information. We have no control over its use and you should exercise caution when deciding to disclose any personal information.

Children

ABR does not knowingly collect information from children under the age of 13. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce our Privacy Policy by instructing their children never to provide information on this Site without their permission. Any section of this site that is directed to children or teens will be protected by a screening mechanism to help ensure that parental consent is obtained before we collect or use personal information from children under 13. We do not knowingly collect or use information from children under 13 without the consent of a parent or guardian.

Notices and Revisions

If you choose to visit the Site, your visit and any dispute over privacy is subject to this Privacy Policy. If you have a concern about privacy at the Site, please send an email with a detailed description of your concern to [insert appropriate email address]. Our activities and Site change constantly. This Privacy Policy may change also. Our use of information that we receive and store is subject to the Privacy Policy in effect at the time of our use of such information. If we decided to change our Privacy Policy, we will post the revised Privacy Policy on the Site.