



VoicePort LLC HIPAA and PIPEDA Compliance and Security Notice of Privacy Practices

VoicePort is the provider of PharmaPhonetics™, a Self-Service Speech Application to the U.S. and Canadian Pharmaceutical industry. VoicePort is fully committed to compliance with the requirements of the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and Personal Information Protection and Electronic Documents Act (PIPEDA) of Canada. These requirements pertain to the security and confidentiality of Protected Health Information. As a business associate of entities covered under HIPAA & PIPEDA, VoicePort has introduced detailed procedures and systems to ensure that Protected Health Information (PHI) is used and disclosed in accordance with HIPAA and PIPEDA rules and regulations.

The procedures and systems introduced include electronic access control systems to control physical access to PHI, firewall security systems, encryption of all files that are sent through the Internet, power-on passwords, network passwords, password-protected screensavers, and a confidentiality agreement with each employee that has access to PHI.

VoicePort does not release any record directly to a patient. It is the responsibility of the healthcare provider to control patient's access to PHI and to manage disclosures as per HIPAA & PIPEDA requirements.

Information Collection and Use:

VoicePort collects individually identifiable information when people register for a PharmaPhonetics account, and when registered users use certain VoicePort products or services. When people register with PharmaPhonetics, we ask for their name, phone number, ZIP or postal code, and other pertinent information. After people register with VoicePort, or sign in to our services, they are not anonymous to us.

VoicePort uses information for three general purposes: to customize a compliance or registration program for registered users taking a particular medication; to contact registered users to remind them to take their medication and provide encouragement; and to advise registered users of certain related products and services.

Information Sharing and Disclosure:

VoicePort will not sell, rent, or otherwise disclose individually identifiable information to anyone, except as authorized or otherwise required by law.

Ability to Withdraw Certain Account Information and Preferences:

Registered users may request deletion of their PharmaPhonetics account by sending a request to us in writing at:

VoicePort, LLC
500 Lee Rd.
Suite 200
Rochester, NY 14606
1.866.418.1497

Security:

PharmaPhonetics account information is not available to anyone except the registered user or a VoicePort employee with direct involvement in the PharmaPhonetics system or administration. Users must be registered, and are authenticated in every telephone transaction. All PharmaPhonetics accounts and the administration of those accounts are password-protected for privacy and security. VoicePort uses industry-standard SSL-encryption to protect data transmissions over the Internet.

Changes to this Privacy and Security Statement:

VoicePort may amend this policy from time to time. If we make any substantial changes in the way we use individually identifiable information we will notify registered users by a prominent announcement either on our website at www.voiceport.net, or at the next interaction with have with the registered user.

VoicePort Privacy and Security Policy:

It is VoicePort's responsibility to guard our registered users' individually identifiable information from any unauthorized use. We take this responsibility seriously and promise to our registered users that VoicePort does not and will not knowingly distribute, sell, or otherwise transfer any registered user's individually identifiable information for any reason other than a lawful order from a court of law.

Privacy Policy:

Since VoicePort takes the privacy and security of individually identifiable information very seriously. Our state-of-the-art sites employ the very best security measures available to protect registered users. Our primary means of protection is SSL technology, which encrypts all individually identifiable information, including personal data, and prevents it from being intercepted over the Internet. In addition, access to PharmaPhonetics accounts is always protected by an individually identifiable password. Finally, we will never share or sell individually identifiable information, including names and address or phone numbers, to other companies for any reason, except as required by law.

What information do we gather?

1. At VoicePort, we collect individually identifiable information in our self-service Speech Recognition application, during the registration process, and during follow up phone calls and reminders. Depending on the information needed, registered users may be required to submit their name, telephone number, drug type, and dosage frequency.

2. What organization is collecting the information?

VoicePort collects and stores information in our secure and confidential database. No other Intermediaries are used to handle call processing and fulfillment.

3. How do we use registered users' information?

We have two main uses for individually identifiable information: Tracking prescription usage, and for contact for follow up physician or lab visits. We conduct these transactions:

- a) At the request of a registered user,
- b) Because of an issue with a registered user's compliance, or,
- c) For occasional special offers.

We use this information to help registered users stay informed about their prescription and health needs. User name, address, telephone, email, and address all remain private in our secure database.

4. With whom will registered users' information be shared?

We will never share or sell registered users' individually identifiable information, including phone number, address or prescription information, to other companies for any reason, except as required by law.

5. How can registered users correct/update information?

Registered users can contact VoicePort by phone during normal business hours to ask questions about how our services work, or to report problems. Our phone number is: 1.866.418.1497. All requests to change or update information must be made in writing to:

VoicePort, LLC
500 Lee Rd.
Suite 200
Rochester, NY 14606

6. How do registered users delete/deactivate information?

All requests to delete or deactivate the information of registered users must be made in writing to:

VoicePort, LLC
500 Lee Rd.
Suite 200
Rochester, NY 14606

7. What other Privacy or Security protections does VoicePort have? Because VoicePort creates, maintains and transmits protected health information (PHI), as defined by the Health Insurance Portability and Accountability Act of 1996 (HIPAA), as amended, on behalf of many of its clients, VoicePort has put in place additional administrative, physical and technical safeguards to protect the confidentiality and integrity of the PHI.