



## PRIVACY POLICY

### 1. Purpose.

At Medical Air Services Association, Inc. (d/b/a MASA Global, MASA Medical Transport Solutions, and MASA Transportation and Relocation Solutions) and Medical Air Services Association of Florida, Inc. (d/b/a MASA MTS of Florida) (referred to collectively as “Company,” “us” or “we”) and all related companies, we recognize that your privacy is of the utmost importance. This Policy discloses the privacy practices for the Company’s family of Websites and mobile applications (collectively, the “Site”), as well as related products and memberships we may offer to you (collectively referred to as the “Memberships”). This Policy also covers how personal and other information that we receive or collect about you is treated. Please read the information below to learn the following regarding your use of this Site.

You acknowledge that this Privacy Policy is designed to be read in connection with the Site Terms and Conditions of Use, which is available within our family of websites and that by accessing or using our Site(s), you agree to be bound by the Sites’ terms and conditions, as well as this Policy.

We reserve the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information either by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, or by updating any privacy information on this page. Your continued use of the Site and or Services available through this Site after such modifications will constitute your: (a) acknowledgment of the modified Policy; and (b) your agreement to abide and be bound by that Policy.

If you have any questions about this Policy, please feel free to contact us at: [Info@masaglobal.com](mailto:Info@masaglobal.com).

**IMPORTANT: BY USING THE SITE AND/OR OFFERINGS AVAILABLE ON THIS SITE, YOU GIVE YOUR CONSENT THAT ALL PERSONAL DATA THAT YOU SUBMIT MAY BE PROCESSED BY US IN THE MANNER AND FOR THE PURPOSES DESCRIBED BELOW. IF YOU DO NOT AGREE TO THESE TERMS AND CONDITIONS, DO NOT USE THE SITE.**

### 2. Types of Information We Collect

In order to provide you with your MASA Membership purchased through our website, we collect two types of information about our users: Personally Identifiable Information (“PII”) and Aggregate Information.

**Personally Identifiable Information:** This refers to information that lets us know the specifics of who you are. When you engage in certain activities on this Site, such as registering for an account, or sending us feedback, we may ask you to provide certain information about yourself.

Examples of PII may include your first and last name, email address, date of birth, mailing address (including zip code), employer, date of birth, benefit address, mailing address job title and department, telephone and facsimile numbers, and other identifying information. When ordering products or services or renewing the same on the Site, you may be asked to provide a credit card number or other banking/payment information in order to complete your purchase of our membership(s).

**Aggregate Information:** This refers to information that does not by itself identify a specific individual. We gather certain information about you based upon where you visit on our Site and what other sites may



have directed you to us. This information, which is collected in a variety of different ways, is compiled and analyzed on both a personal and an aggregated basis.

### **3. How We Collect and Use Information**

We do not collect any PII about you unless you voluntarily provide it to us. However, you may be required to provide certain PII to us when you elect to purchase or renew certain products or memberships available on the Site. These may include: (a) registering for an account on our Site; (b) sending us an email message; (c) submitting a form or transmitting other information by telephone or letter; or (d) submitting your credit card or other payment information when ordering and purchasing products and memberships on our Site. When processing certain information, such as payment information with affiliated banking institutions or payment processors, we protected the transaction, in order to prevent your PII from being stolen or intercepted. Additionally, your credit card information and/or other payment information is protected and only accessible by authorized users, and third party credit card processors.

We will primarily use your PII to provide product or membership offerings to you and to service your membership(s). We will also use certain forms of PII to enhance the operation of our Site, improve our internal marketing and promotional efforts, statistically analyze Site use, improve our product and service offerings, and customize our Site's content, layout, and services. We may use PII to deliver information to you and to contact you regarding administrative notices. Finally, we may use your PII to resolve disputes, troubleshoot problems and enforce our agreements with you, including our Site Terms of Use, and this Privacy Policy.

We may also collect, or our third-party advertising partners may collect, certain Aggregate Information. For example, we may use your IP address to diagnose problems with our servers, software, to administer our Site and to gather demographic information. Our third-party advertising partners may also provide us with aggregate, but not individual, reports that will tell us how many ads were presented and clicked upon at our Site.

### **4. Cookies**

Depending on how you use our Site, we may store cookies on your computer in order to collect certain aggregate data about our users and to customize certain aspects of your specific user experience. A cookie is a small data text file which is stored on your computer that uniquely identifies your browser. Cookies may also include more personalized information, such as your IP address, browser type, the server your computer is logged onto, the area code and zip code associated with your server, and your first name to welcome you back to our Site.

Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some aspects of the Site may not function properly if you elect to disable cookies.

### **5. Release of Information**

We will not sell, trade, or rent your PII to others. We do provide some of our product and membership offerings through contractual arrangements made with affiliates, groups, associations, partners and other third parties ("Partners"). We and our Service Partners may need to use some PII in order to perform tasks between our respective sites, or to service your membership(s). For example, we must release your credit card information to the card-issuing bank to confirm payment for products and services purchased on this



Site; release your address information to the fulfillment service to deliver products that you ordered; and provide order information to third parties that help us provide customer service.

We will encourage our Partners and vendors to adopt and promote strong privacy policies. However, the use of your PII by our Partners is governed by the respective privacy policies of those providers, and is not subject to our control. Except as otherwise discussed in this Privacy Policy, this document only addresses the use and disclosure of information we collect from you – MASA Global is not responsible for the policies or practices of third parties.

Occasionally we may be required by law enforcement or judicial authorities to provide PII to the appropriate governmental authorities. In such cases, we will disclose PII upon receipt of a court order, subpoena, or to cooperate with a law enforcement investigation. We fully cooperate with law enforcement agencies in identifying those who use our services for illegal activities. We reserve the right to report to law enforcement agencies any activities that we in good faith believe to be unlawful.

## **6. Updating and Correcting Information**

We believe you should have the ability to access and edit the PII that you have provided to us. You may change any of your PII in your account online at any time by linking to your account in accordance with instructions posted elsewhere on this Site. We encourage you to promptly update your PII if it changes. You may also access and correct your personal information and privacy preferences by emailing or writing us at:

MASA Global

1250 S. Pine Island Road, #500

Plantation, FL 33324

**Attn:** Member Services

**Email:** [memberservices@masaglobal.com](mailto:memberservices@masaglobal.com) or [info@masaglobal.com](mailto:info@masaglobal.com)

Please include your name, address, and/or email address when you contact us.

## **7. User Choices on Collection and Use of Information**

We may, from time to time, send you emails regarding new products and services that we feel may interest you. In addition, if you indicated upon registration that you are interested in receiving offers or information from us and our partners, we may occasionally call or send you direct mail about products and services that may be of interest to you. Only Company (or agents working on behalf of Company and under confidentiality agreements) will send you these solicitations, and only if you have previously indicated that you wish to receive them. If you do not want to receive solicitations from us, you can “opt-out” by accessing your account online editing your account information to no longer receive such offers and mailings.

You also have choices with respect to cookies, as described above. By modifying your browser preferences, you have the choice to accept all cookies, to be notified when a cookie is set, or to reject all cookies. If you choose to reject all cookies some parts of our Site may not work properly in your case.



## 8. Security of Your PII

At our Site you can be assured that your PII is secure, consistent with current industry standards. We strive to take appropriate security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of your PII. For example:

- We work hard to ensure that the data we collect is reliable, accurate, complete and current. We protect all PII, in order to prevent unauthorized parties from viewing such information when it is transmitted to us. We also only keep collected information indefinitely and use it only for the purposes for which it was collected or to comply with any applicable legal or ethical reporting or document retention requirements.
- We limit access to PII only to specific employees, contractors and agents who have a reasonable need to come into contact with your information. For example, we may provide members of our technical support team with limited access to your account in order to allow them to troubleshoot problems you may be having with the Site. These individuals are bound by confidentiality obligations and may be subject to discipline, including termination and criminal prosecution, if they fail to meet these obligations.
- Additionally, we also employ a number of physical, electronic, and procedural safeguards to protect PII. Our secure servers and our data centers are protected by industry-standard protection, and our servers reside behind firewalls and employ high-level password protection.
- Finally, access by you to your PII is available through a password and unique customer ID selected by you. We recommend that you do not divulge your password to anyone.

In order to most effectively serve you, credit card transactions and order fulfillment are handled by established third party banking institutions and processing agents. They receive the information needed to verify and authorize your credit card or other payment information and to process and ship your order.

Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your PII, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) the security, integrity and privacy of any and all information and data exchanged between you and us through this Site cannot be guaranteed.

## 9. Miscellaneous

You must be at least 18 years old to have our permission to use this Site and purchase our membership. Our policy is that we do not knowingly collect, use or disclose PII about minor visitors, unless such information regarding minors is provided for by the individual purchasing our membership, such as a parent or legal guardian. If you have any questions, concerns or inquiries about our Privacy Policy, or our use of your PII, or our privacy practices, please contact us at: [Legal@masaglobal.com](mailto:Legal@masaglobal.com) or [info@masaglobal.com](mailto:info@masaglobal.com).

## 10. Reservation of Rights

MASA Global reserves the right in its sole discretion to alter, amend or terminate this policy at any time.

## 11. Effective Date

This policy is effective immediately.