

Zip zAPPsm
Privacy Policy
(Effective: March 1, 2007)

This Privacy Policy governs the manner in which Clinical Reference Laboratory, Inc. (“CRL”) collects, uses, maintains and discloses information collected from users of its Zip zAPPsm Web Site at zipzapp.crlcorp.com and services (collectively, “Web Site”). You consent to the monitoring of the Web Site by CRL as is necessary to make available the Web Site. CRL reserves the right, at its discretion, to change, modify, add, or remove portions of this Privacy Policy at any time by posting such changes to this page. Please check this Privacy Policy periodically for changes. The continued use of the Web Site following the posting of changes to these terms will mean you accept those changes.

Privacy

CRL is committed to safeguarding the information you entrust to CRL and believes you should know how CRL utilizes the information collected.

The Information We Collect

CRL may collect personally identifiable information from you in a variety of ways. Personally identifiable information may include (i) contact data (such as your name, mailing and e-mail addresses); (ii) financial data (such as your account or credit card number); and (iii) demographic data (such as your zip code, age and income). If you communicate with CRL by e-mail, post messages to any forums, or otherwise complete online forms, surveys or contest entries, any information provided in such communication may be collected by CRL. CRL may also collect information about how you use our Web Site, for example, by tracking the number of unique views received by the pages of the Web Site, or the domains from which you originate. We may use “cookies” to track how you use our Web Site. A cookie is a piece of software that a Web server can store on your PC and use to identify you should you visit the Web Site again. While not all of the information that we collect from you is personally identifiable, it may be associated with personally identifiable information that you provide us through our Web Site. We may use third party ad networks to serve ads on the Web Site. The cookies received with banner ads served by these networks are used to collect and build anonymous behavioral profiles by these companies to deliver targeted ads and tracking referrals, and CRL generally does not have access to this information.

How We Use Information

CRL may use personally identifiable information collected through our Web Site to contact you regarding products and services offered by CRL and its trusted affiliates, independent contractors and business partners, and otherwise to enhance your experience with CRL and such affiliates, independent contractors and business partners. CRL may also use information collected through our Web Site for research regarding the effectiveness of the Web Site and the marketing, advertising and sales efforts of CRL, its trusted affiliates, independent contractors and business partners.

Disclosure of Information

CRL may disclose information collected from you to trusted affiliates, independent contractors and business partners who will use the information for the purposes outlined above. We may also disclose aggregate, anonymous data based on information collected from you to investors and potential partners. Finally, we may transfer information collected from you in connection with a sale of CRL’s business.

Security of Information

Information that is maintained on our systems is protected using industry standard security measures. However, we cannot guarantee that the information submitted to, maintained on, or transmitted from our systems will be completely secure. Please contact your system administrator if you would like your information updated or removed from our systems.