



An Excellus Company

MedAmerica Insurance Company Home Office: Pittsburgh, PA

MedAmerica Insurance Company of Florida Home Office: Orlando, FL

MedAmerica Insurance Company of New York Home Office: Rochester, NY

Web Site Privacy Policy

MedAmerica Insurance Company (Home Office: Pittsburgh, PA), MedAmerica Insurance Company of New York (Home Office: Rochester, NY), and MedAmerica Insurance Company of Florida (Home Office: Orlando, FL), hereafter referred to jointly as MedAmerica, are subsidiaries of a prominent not-for-profit health insurer and is exclusively dedicated to long-term care. At MedAmerica, we know how important your privacy is to you. Whether you are a current customer or just visiting our website, we are committed to protecting the personal information you provide just as we are committed to protecting your personal information when you provide it to us over the phone, in person or through the mail. Because we value your relationship with us, it is important that you understand our privacy policy for this website. We recognize and respect your desire for privacy when it comes to your personal information and health care affairs. We are committed to protecting online information according to applicable laws, regulations and accreditation standards and practices, and we continue to evaluate new administrative, technical and physical safeguards for protecting your information.

Purpose

The purpose of this policy is to inform you of our information gathering and dissemination practices for this website, as well as handling of various situations related to privacy and confidentiality, including those involving requests for health information about persons covered under MedAmerica's long-term care insurance policies.

Privacy Practice

1. Collection of Personally Identifiable Information

MedAmerica may collect the e-mail addresses of visitors that communicate with MedAmerica via e-mail; information provided by the visitor in online forums, registration forms, surveys, e-mail messages, and other online avenues (including demographic and personal profile data); and visitor-specific information about the pages on this site that our visitors access.

2. Collection of Non-Personally Identifiable Information

MedAmerica may collect the home server domain names, search engine used, Web browser, date and time of visit, and aggregate information about the pages on this site that our visitors access.

3. How We Use the Information

Personally Identifiable Information collected when you visit this website will not be shared with or otherwise disclosed to anyone outside our family of companies without the consent of the person(s) authorized to permit us to do so, unless we are required to disclose the information by law, regulation or court order.

www.MedAmericaLTC.com

165 Court Street • Rochester, NY 14647 • 800.544.0327

Non-Personally Identifiable Information collected when you use this website may be used for internal review purposes in the aggregate, including measuring and monitoring the use of our website, diagnosing problems with our server, and administering our website.

4. General Non-Confidentiality of Information Transmitted via the Internet

MedAmerica has implemented security features to help prevent the unauthorized release of or access to personal information that has been received via this website. Please be advised, however, that the confidentiality of any communication, information or other material transmitted to or from MedAmerica via this site or e-mail cannot be guaranteed. Accordingly, MedAmerica is not responsible for the security or confidentiality of information being transmitted via the Internet, the World Wide Web or other global computer networks.

5. MedAmerica's Right to Contact

MedAmerica may contact site visitors who provide MedAmerica personally identifiable information regarding account status and changes to the subscriber agreement, privacy statement, or any other policies or agreements relevant to site visitors.

6. MedAmerica's Right to Change Privacy Policy

If we alter our privacy policy, we will post those changes here in a timely manner so you can be aware of changes that may affect you. Any change to this Privacy Policy shall be effective as to any visitor that has accepted the MedAmerica Website Terms and Conditions before the change was made.

Questions regarding MedAmerica's Privacy Policy may be directed to our Privacy Officer via postal mail: Privacy Officer, Re: Web Site Privacy Policy, PO Box 41930, Rochester, NY 14604-0620 or e-mail: LTCprivacy.officer@MedAmericaLTC.com.