ESSE HEALTH
PRIVACY POLICY
Effective: March 3, 2010

This Privacy Policy governs the manner in which American Multispecialty Group, Inc., a Missouri corporation, doing business as Esse Health ("Esse Health") collects, uses, maintains and discloses information collected from users (each, a "User") of its www.essehealth.com web site and any derivative or affiliated web sites on which this Privacy Policy is posted (collectively, the "Web Site"). Please note that this Privacy Policy covers Esse Health's practices regarding information collected from its Web Site. Esse Health's privacy practices relating to your protected health information are governed by this Policy and the Esse Health Privacy Policy and Practices, a copy of which is located at www.essehealth.com/privacy.php. To the extent the terms of this Privacy Policy conflict with the Esse Health Privacy Policy and Practices, the terms of the Esse Health Privacy Policy and Practices will govern. Esse Health 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. You understand that you have the affirmative obligation to check this Privacy Policy periodically for changes, and you hereby agree to periodically review this Privacy Policy for such changes. The continued use of the Web Site following the posting of changes to this Privacy Policy constitutes an acceptance of those changes.

I. Privacy

Esse Health is committed to safeguarding the information Users entrust to Esse Health and believes that every User should know how it utilizes the information collected from Users. The Web Site is not directed at children under 13 years of age, and Esse Health does not knowingly collect personally identifiable information from children under 13 years of age online. Please note that the Web Site may contain links to other web sites. These linked sites may not be operated or controlled by Esse Health. Esse Health is not responsible for the privacy practices of these or any other web sites, and you access these web sites entirely at your own risk. Esse Health recommends that you review the privacy practices of any other web sites that you choose to visit.

Esse Health is based, and this Web Site is hosted, in the United States of America. If User is from the European Union or other regions of the world with laws governing data collection and use that may differ from U.S. law and User is visiting, accessing or otherwise using the Web Site, please note that any personally identifiable information that User provides to Esse Health will be transferred to the United States. Any such personally identifiable information provided will be processed and stored in the United States by Esse Health or a service provider acting on its behalf. By providing personally identifiable information to Esse Health, User hereby specifically and expressly consents to such transfer and processing and the uses and disclosures set forth herein.

II. The Information Esse Health Collects

Users browsing the Web Site without registering an account or affirmatively providing personally identifiable information to Esse Health do so anonymously. Otherwise, Esse Health may collect personally identifiable information from Users in a variety of ways. Personally identifiable information may include, without limitation, (i) contact data (such as a User's name, mailing and e-mail addresses); (ii) demographic data (such as a User's zip code); and (iii) other information requested during any account registration process or through any functionality on the Web Site. If a User communicates with Esse Health by e-mail or otherwise, posts messages to any forums, completes online forms, surveys or entries or otherwise interacts with or uses the features on the Web Site, any information provided in such communications may be collected by Esse Health. Esse Health may also collect information about how Users use the Web Site, for example, by tracking the number of unique views received by the pages of the Web Site, or the domains and IP addresses from which Users originate. While not all of the information that Esse Health collects from Users is personally identifiable, it may be associated with personally identifiable information that Users provide Esse Health through the Web Site or otherwise. Please note that the Esse Health requests that Users refrain from sending protected health information via any functionality offered on the Web Site or via email.

Esse Health may use "cookies" or "web beacons" to track how Users use the Web Site. A cookie is a piece of software that a web server can store on Users' PC or other device and use to identify Users should they visit the Web Site again. Users may adjust their web browser software if they do not wish to accept cookies.

How Esse Health Uses Information

Esse Health may use personally identifiable information collected through the Web Site for the specific purposes for which the information was collected, to contact Users regarding products and services offered by Esse Health, its parent, subsidiary and other related companies and its trusted affiliates, independent contractors and business partners, and otherwise to enhance Users' experience with Esse Health and such affiliates, independent contractors and business partners. Esse Health may also use information collected through the Web Site for research regarding the effectiveness of the Web Site and the business planning, marketing, advertising and sales efforts of Esse Health, its parent, subsidiary and other related companies, its trusted affiliates, independent contractors and business partners.

Disclosure of Information

Esse Health may disclose personally identifiable information collected from Users to its parent, subsidiary and other related companies, trusted affiliates, independent contractors and business partners who will use the information for the purposes outlined above, as necessary to provide the services offered by Esse Health and to provide the Web Site itself, and for the specific purposes for which the information was collected. Esse Health may disclose personally identifiable information at the request of law enforcement or governmental agencies or in response to subpoenas, court orders or other legal process, to establish, protect or exercise Esse Health's legal or other rights or to defend against a legal claim or as otherwise required or allowed by law. Esse Health may disclose personally identifiable information in order to protect the rights, property or safety of a User or any other person. Esse Health may disclose personally identifiable information to investigate or prevent a violation by User of any contractual or other relationship with Esse Health or the perpetration of any illegal or harmful activity. Esse Health may also disclose aggregate, anonymous data based on information collected from Users to investors and potential partners. Finally, Esse Health may disclose or transfer personally identifiable information collected from Users in connection with or in contemplation of a sale of its assets or business or a merger, consolidation or other reorganization of its business.

Security of Information

Information about Users that is maintained on Esse Health's systems is protected using industry standard security measures. However, no security measures are perfect or impenetrable, and Esse Health cannot guarantee that the information submitted to, maintained on or transmitted from its systems will be completely secure. Esse Health is not responsible for the circumvention of any privacy settings or security measures relating to the Web Site by any Users or third parties.

III. Correcting, Updating, Accessing or Removing Personal Information

If a User's personally identifiable information changes (such as a User's zip code), or if a User no longer desires to receive non-account specific information from Esse Health, Esse Health will endeavor to provide a way to correct, update and/or remove that User's previously-provided personal data. This can be done by emailing a request to Esse Health at info@essehealth.com. Additionally, you may request access to the personally identifiable information as collected by Esse Health by sending a request to Esse Health as set forth above. Please note that in certain circumstances, Esse Health may not be able to completely remove a User's information from its systems. For example, Esse Health may retain a User's personal information for legitimate business purposes, if it may be necessary to prevent fraud or future abuse, for account recovery purposes, if required by law or as retained in Esse Health's data backup systems or cached or archived pages. All retained personally identifiable information will continue to be subject to the terms of the Privacy Policy to which the User has previously agreed.

IV. Contacting Esse Health

If you have any questions or comments about this Privacy Policy, you may contact Esse Health via any of the following methods:

ESSE HEALTH
12655 Olive Blvd., 4th Floor
St. Louis, MO 63141
(314) 851-1000
Email: info@essehealth.com