

HOLZER CLINIC SOCIAL MEDIA POLICY

Holzer Clinic, Inc. ("HOLZER CLINIC") believes that social networking in the online environment offers significant opportunities for our organization as well as our patients. We encourage you to engage in these mediums to further your understanding of our organization's activities, our mission and goals, and to further your relationships with our physicians and staff.

Given the sensitive nature of healthcare communication and the US Department of Health and Human Service's Health Insurance Portability and Accountability Act of 1996 (HIPAA), we must ensure that all participation meets specific guidelines. Therefore, Holzer Clinic will review all comments before posting on our site. Posts that are in violation of privacy laws, promoting a commercial product, or are politically or religiously charged will not be posted. Holzer Clinic cannot respond to every comment, particularly those that deal with individual medical cases and issues. Should you have a personal health concern and need to speak with our staff, please do so privately by calling our offices at 740-446-5411.

Holzer Clinic expects all users to utilize a basic level of civility; mutual respect is demanded. Profanity or abusive language is not acceptable. Any user posting profane material or exhibiting abusive behavior will be restricted from our social media sites.

This policy may be updated at anytime without notice. It is the user's responsibility to review the policy periodically to ensure compliance with current terms and conditions.

BY POSTING ON ANY HOLZER CLINIC SOCIAL MEDIA SITE THE USER AGREES TO THE FOLLOWING TERMS AND CONDITIONS:

- 1.0 Holzer Clinic has established pages on social media sites for viewing content and/or videos and posting comments. These social media sites include but are not limited to Facebook, YouTube, Linked-in, Google Buzz, and Twitter. By accessing, viewing and/or posting any content related directly or indirectly to HOLZER CLINIC on any social media site on the internet, the user accepts, without limitation or qualification, the following terms of use. The user's use of social media sites represents acceptance of this Policy and has the same effect as if the user had actually physically signed an agreement.
- 2.0 If you are a HOLZER CLINIC employee you must adhere to these guidelines as well as the HOLZER CLINIC MEDIA AND SOCIAL NETWORKING POLICY posted on the HOLZER CLINIC Intranet site.
- 3.0 All users are prohibited from posting any personal health information including patient images on any social media site. No social media site shall be utilized to provide medical advice or commentary.
- 4.0 User agrees not to violate any local, state, federal and international laws and regulations, including but not limited to copyright and intellectual property rights laws regarding any content that sent received via social media; submit any material that is unlawful, disruptive, threatening, profane, abusive, harassing, embarrassing, tortuous, defamatory, obscene, libelous, or is an invasion of another's privacy, is hateful or racially, ethnically or otherwise objectionable as solely determined by HOLZER CLINIC; impersonate any individual or entity or falsely state or otherwise misrepresent affiliation with an individual or entity; user may not submit any material that they do not have a

right to make available under any law or under contractual or fiduciary relationships; submit any material that infringes any patent, trademark, trade secret, copyright or other proprietary rights of any party; submit any unsolicited or unauthorized advertising (including advertising of non HOLZER CLINIC services or products), promotional materials, "junk mail," "spam," "chain letters," "pyramid schemes" or any other form of solicitation; submit any material that contains software viruses, worms, disabling code, or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer software or hardware or telecommunications equipment; harass another; or collect or store, or attempt to collect or store, personal data about third parties without their knowledge or consent; or to share confidential pricing information of any party.

- 5.0 HOLZER CLINIC will monitor all submissions prior to posting. HOLZER CLINIC reserves the right to prohibit, restrict, block, suspend, terminate, delete, or discontinue access to any social media site, at any time, without notice and for any reason at its sole discretion. The user understands and agrees that HOLZER CLINIC may disclose communications and activities on their social media sites in response to lawful requests by governmental authorities. The user agrees that in the event that HOLZER CLINIC exercises any of its rights hereunder for any reason, HOLZER CLINIC will have no liability to the user.
- 6.0 By posting content, the user agrees to grant HOLZER CLINIC the irrevocable right to reproduce, distribute, publish, display such content and the right to create derivative works from your content, edit or modify such content and use such content for any HOLZER CLINIC purpose.
- 7.0 The user must never share personal, confidential or proprietary information about employees, patients, partners or HOLZER CLINIC. User expressly acknowledges and assumes all responsibility related to the security, privacy or confidentiality of content submitted. Users shall defend, indemnify, and hold HOLZER CLINIC and its affiliates and respective officers, directors, employees, contractors, agents, successors and assigns harmless from and against, and shall reimburse for, any and all losses, claims, damages, settlements, costs, and liabilities to which any of the aforementioned may become subject as a result of, or in any way connected with, the users posting of content.
- 8.0 User may not post or link to any content that contains endorsements of political or religious activity or solicitations. Posted comments that take a position on legislative or religious activity will be restricted from the site.

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