



# Noble House Privacy Policy

The Comprehensive Remedy<sup>sm</sup>

## Privacy Policy

The privacy of our customers is important to Noble House. We understand that visitors of our Web site need to be in control of their personal information. Therefore, it is Noble's privacy policy that you do not have to give us personal information to visit our Web site. If you choose not to provide personal information, you can still visit the Noble Web pages. The material contained in this Web site is provided for informational purposes only. This Web site contains external links to Web sites that are not maintained by, or under the control of Noble House. We are not responsible for, and do not monitor, the contents of any linked site, or the contents of any links contained within a linked site.

## Data Collection

All Noble House products and services adhere to the regulation of the Health Portability and Accountability Act of 1996 (HIPAA). Noble House personnel review and maintain compliance with regards to our products to help insure that all security, privacy and transaction sets are implemented.

Personally identifying information collected will be used only in connection with <http://www.nobledirect.com> or for such purposes as are described at the point of collection.

Noble House will protect the personal information that you share with us. Noble House will not disclose, give, sell, or transfer any personal information to third parties. If we share demographic information with third parties, we will give them aggregate information only.

## E-mail

While Noble House will make every attempt to protect the personal information you share with us, electronic mail is not secure against interception. If your communication is very sensitive, you may want to send it by postal mail instead.

## Personal, Beneficiary, and/or Provider/Supplier Information

Do not transmit any of the following information to Noble House through this Web site or Internet e-mail. Revealing this information online could expose you or others as a target for insurance fraud and abuse.

1. **Personal Information:** This includes Social Security numbers, Medicare numbers, personal medical information and other information that you would like to keep confidential.
2. **Beneficiary Information:** This includes Health Insurance Claim numbers, coinsurance and deductible information, dates of Medicare entitlement, copies of or information from Medicare claim forms, Medicare reports of eligibility, and Medicare Summary Notices.
3. **Medicare Provider or Supplier Information:** This includes Medicare numbers, Medicare supplier numbers and document control numbers.

If you are a Noble House client with questions about your electronic transactions, please contact the Noble Direct Help Desk at [support@nobledirect.com](mailto:support@nobledirect.com) or 954-418-0828; toll free at 1-800-749-6700; or visit the Noble House Web site at <http://www.nobledirect.com>.

**We want to be very clear:** We will not obtain personally-identifying information about you when you visit our site unless you choose to provide such information.

Post Date 03/15/11 / Y.R.

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