

Sponsored Content Policy

Disaboom, Inc. ("Disaboom", "we", "us" or "our") regularly seeks sponsorships from relevant organizations, manufacturers and others interested in supporting our mission of providing health and lifestyle information, social networking and other resources for people living with disabilities or functional limitations, as well their caregivers, families and friends, recreation and rehabilitation providers, and employers on our web site at www.disaboom.com and any backup, substitute or mirror sites we own or control (the "Site"). Although there is a commercial benefit for us, sponsor information also benefits you, the Site user, by providing you with information on medications, medical devices, health services, therapies, products and services available in the marketplace. We reserve the right to change this Sponsor Policy at any time and from time to time without notice. Any updated or revised Sponsored Content Policy will be available on our Site. You are responsible for reviewing the Sponsored Content Policy regularly for any updates or revisions. Use of our Site, whether as an advertiser on the Site, a content sponsor or as a visitor to the Site, indicates your agreement to adhere to this Sponsored Content Policy and any other policy posted on our Site.

Sponsored Content

"Sponsored Content" on the Site is content that has been created by, provided by or influenced by the named sponsor. Sponsored Content is subject to the Site's [Advertising Policy](http://www.disaboom.com/docs/disaboom%20Advertising%20Policy.pdf) [http://www.disaboom.com/docs/disaboom Advertising Policy.pdf/] and the Sponsor, not us, is solely responsible for the accuracy, completeness and objectivity of Sponsored Content. We take meaningful steps to help ensure that users of the Site can clearly identify Sponsored Content on the Site.

Please note the following:

- All Sponsored Content on our Site is identified with the label "Sponsored by" or "From Our Sponsor."
- We try to always notify you when content is Sponsored Content before you click to access it so you can make an informed decision whether and how to view such content. Links to Sponsored Content are generally identified with distinctive coloring, type font or other characteristics, will have the "Sponsored By" or "From Our Sponsor" label and will carry the sponsor's name or logo.
- Within the Sponsored Content, there may be links to the sponsor's web site or the web sites of others to which the Sponsored Content may refer or with whom the sponsor may or may not have a relationship with. Whenever the Sponsored Content contains links to the sponsor's or any other web site, we try to notify you that you may be redirected to or end up visiting (i.e., browsing) another web site. We describe this in more detail in our Site's [Privacy Policy](http://www.disaboom.com/docs/disaboom%20Privacy%20Policy.pdf) [http://www.disaboom.com/docs/disaboom Privacy Policy.pdf/].
- Sponsored Content web pages will include a notice that Disaboom does not endorse any specific product, service or treatment and that the views express and information provided is that of the sponsor, not us.

Non-Influenced Sponsored Content

There are also circumstances in which third parties provide funding for the creation or development of content on the Site without having any influence over such content ("Independent Content"). [They may provide this funding to us or to an independent third party who is instructed to provide the Independent Content to us.]

In these instances, you will find:

- At the top of each page containing Independent Content we place a notice to inform you that the content on the page is created by Disaboom (or an independent third party) under Disaboom's (or such independent third party's) control.
- We will use a notice similar to the following to indicate to you that the Independent Content was funded by the named sponsor:
 - Made possible by a Grant from [Name of third party]
 - Funding provided by [Name of third party]
 - Brought to you by [Name of third party]

It is important to note that while sponsors on the Site are subject to our [Advertising Policy](http://www.disaboom.com/docs/disaboom%20Advertising%20Policy.pdf) [http://www.disaboom.com/docs/disaboom Advertising Policy.pdf/] they must also comply with guidelines from regulatory agencies such as the U.S. Food and Drug Administration (FDA) and the Federal Trade Commission (FTC). You should also appreciate that compliance with the laws and regulations that apply to sponsors and any third party information providers, including those that apply to the information, whether Sponsored Content, Independent Content or otherwise, is their responsibility not ours.

Last Updated: January, 2008