Healthtrends.ai Privacy Policy

Effective date: August 25, 2020

Thank you for visiting Healthtrends.ai or using Healthtrends.ai's mobile application. Healthtrends.ai values its relationship with guests, members, partners, prospects, consultants, consumers, and clients, (collectively "Customers") and is committed to responsible information handling practices.

This privacy policy ("Policy") applies to information collected from you by Healthtrends.ai, its subsidiaries and affiliates (collectively "Healthtrends.ai") when you visit websites where this privacy policy is posted, register for information or content Healthtrends.ai makes available ("Data") at our websites, through your download and use of any mobile application, widget, shortcut or user interface (collectively, "Apps") that Healthtrends.ai may make publicly available, and through your electronic communications with Healthtrends.ai. This privacy policy also applies to information collected by Healthtrends.ai through other means.

Healthtrends.ai's website and Apps share the following privacy philosophies and principles.

- Providing you with notice of Healthtrends.ai's information practices
- Giving you choices about how Healthtrends.ai will use information collected from you
- Providing you with the opportunity to update or correct your personally identifiable information
- Using information security safeguards
- Providing you with means to contact Healthtrends.ai about privacy-related issues

If you are a resident of California, please refer to the California Privacy Rights section of this Policy.

Website Terms and Conditions

Healthtrends.ai's Website Policy as it pertains to web information collected on the Healthtrends.ai Website can be found in our Website Terms of Use.

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Privacy Policy Sections

Section 1: Information Collected

You may provide Healthtrends.ai with two types of information during your visit to Healthtrends.ai's website or your use of our App.

- Information Healthtrends.ai collects automatically
- Information that you voluntarily share with Healthtrends.ai

The information we collect includes "personal information," which can have different meanings depending on applicable law. In general, we use the term "personal information" to mean information that can uniquely identify you, but we will treat information we collect from you as personal information wherever necessary under applicable law.

Healthtrends.ai automatically collects information from you when you visit Healthtrends.ai's website or use our App, such as the search engine you used to access the Healthtrends.ai website, the previous websites you visited, the websites or advertisements you view or select, the type of browser or device you use, the operating system you use, your computer or device's IP address or other unique identifier, and information about the way you use our App.

Healthtrends.ai may collect the mobile phone number you use to send Healthtrends.ai a text message, and the content of the message. When you send a text message to Healthtrends.ai, the incoming phone number, the wireless service provider and the date and time of the message will be logged by Healthtrends.ai.

Healthtrends.ai may also assign a unique identifying number, code, or both, to the computer or device that you use to visit or access a Healthtrends.ai website or App, and Healthtrends.ai may collect other information during a particular web browsing session and over time.
If you use such location-enabled parts of the App or the Healthtrends.ai website, you may be sending Healthtrends.ai location information. This information may reveal your precise or approximate location.

Healthtrends.ai may also use third-party providers to place and manage Healthtrends.ai's advertisements on the Healthtrends.ai website and App. These third parties may use cookies and other technology to automatically collect information on Healthtrends.ai's behalf about your visits to Healthtrends.ai websites, use of the Apps and visits to other websites in order to provide advertisements about Healthtrends.ai goods and services that may be of interest to you.

We may ask you to provide personal information when you create an online account, participate in a survey, contact Healthtrends.ai with a question or concern, or participate in other activities when you visit a Healthtrends.ai website or use the App. If you are a member of social media networks or services, and you authorize Healthtrends.ai to associate your account or the App with that network or service, Healthtrends.ai will gather information about your online behavior at the Healthtrends.ai websites or through your use of the App, will associate that information with personal information Healthtrends.ai already has about you and use it on-line or offline, in accordance with this privacy policy. Healthtrends.ai also collects personal information that you may disclose on the

Healthtrends.ai website or through use of the App, such as comments to blogs, and message boards, if any.

Healthtrends.ai retains your personal information for as long as you use the App, or maintain an online account with a Healthtrends.ai website, and for a reasonable time thereafter. Healthtrends.ai retains anonymous information it collects under this privacy policy for up to two years from the date of collection, and thereafter may only retain such information in the aggregate.

Section 2: Use of Information

Healthtrends.ai does not sell your personal information. Healthtrends.ai uses personal information for the purpose for which you provided it such as to fulfill your request for products, services or Data. Healthtrends.ai also uses personal information to notify you of changes to Healthtrends.ai's websites, to let you know about other products and services that may be of interest to you, and to tailor Healthtrends.ai's online offerings to your preferences. Healthtrends.ai combines anonymous usage information collected from your visit to a Healthtrends.ai website or use of our App with that of other users to determine which features and areas of the website or App are most popular. By collecting and analyzing this information, Healthtrends.ai can improve the Healthtrends.ai websites and App. This aggregated information does not contain information personally associated with you.

Healthtrends.ai may also update and supplement personal information collected from you with other information that Healthtrends.ai obtains from third parties or from Healthtrends.ai's subsidiaries and affiliates. If Healthtrends.ai associates information obtained from affiliates and subsidiaries or other third parties with personal information collected under this policy, Healthtrends.ai will treat the acquired information like information Healthtrends.ai has collected itself.

Healthtrends.ai uses aggregated data. To the extent this can no longer be considered personal data-for analyzing purposes, for website and internal operations, and for improving the quality of its services. Healthtrends.ai uses certain trusted third parties to help us provide, improve and protect our services. These third parties will access your information only to perform tasks on our behalf in compliance with this Policy, and we will remain responsible for their handling of your information so long as they follow our instructions. Healthtrends.ai shall not process, transfer, modify, amend or alter personal data to any third party and will not do so without your express consent other than as necessary to provide Services/Support/Licenses of the Customer or as required to comply with Data Protection Laws or other laws to which Healthtrends.ai is subject, in which case, Healthtrends.ai shall, to the extent permitted by law, inform the Customer of that legal requirement before processing the data.

Section 3: Sharing Information

Healthtrends.ai may share your information:

> **With Healthtrends.ai affiliates and subsidiaries.** Healthtrends.ai may share your personal information with Healthtrends.ai subsidiaries to let you know about Healthtrends.ai products and services that may be of interest to you, and other business purposes.

With Service Providers. Healthtrends.ai may share your personal information with third parties that provide services for Healthtrends.ai, such as Data and information requests, to improve your experience with the App and on Healthtrends.ai's website and for other business purposes. Healthtrends.ai will share your personal information with these third parties for these purposes; however, these third parties will not contact you directly.

As Required by Law. From time to time, Healthtrends.ai may be required to share your personal information with law enforcement or other governmental agencies in response to a court order, subpoena, government investigation, or as otherwise required by law. Healthtrends.ai also reserves the right to report to law enforcement agencies any activities that Healthtrends.ai, in good faith, believes to be unlawful. Healthtrends.ai also may share certain personal information when it believes that such sharing is reasonably necessary to protect the rights, property, and safety of others and itself.

As Part of a Business Transaction. Healthtrends.ai may also disclose your personal information to third parties in relation to planned or potential corporate sales, mergers, reorganizations, consolidations, dissolutions, bankruptcies, or similar events.

Section 4: Keeping Information Secure

Keeping Information Secure. We have implemented technical, administrative, and physical security measures designed to protect your personal information from unauthorized access, disclosure, use, and modification. Please be aware that, although Healthtrends.ai strives to keep your personal information secure, no security measures are absolute, and Healthtrends.ai does not guaranty the security of personal information you provide. Use caution when transmitting personal information over the Internet as you do so at your own risk.

Any personal data held by Healthtrends.ai shall be kept confidential, and Healthtrends.ai has implemented protections appropriate to the risk required pursuant to applicable Data Protection Laws and, where the processing concerns of personal data of EU residents, shall take all measures required pursuant to article 32 GDPR and associated implementing laws, revisions and amendments.

Section 5: Use of Other Technologies

Use of Other Technologies. The Healthtrends.ai website and App may use technology (e.g., cookies, web beacons, and pixel tags) to collect and store information concerning your use of the Healthtrends.ai website and App, in order to recognize you, provide personalization, optimize performance of the Healthtrends.ai website and App, and collect traffic data (e.g., number of visitors to the Healthtrends.ai website, frequency of visits or use, length of visit, and the use made). If you choose to reject all cookies or similar technology, you may be unable to use some of the functionality of the Healthtrends.ai website and App.

The App may also use various technologies to track your web browsing activity conducted through the App and may store such information on your mobile device. Many mobile devices have this technology pre-loaded or incorporated in the web browser, or the technology may be included in a mobile application you download and use on your device. You may be able to manage that information

gathering and storage through your device.In some instances, these cookies may be used by us or other web sites during your future navigation of the internet to target specific advertisements to you based on your previous use of the Healthtrends.ai website, the App, or other websites.

The Healthtrends.ai website may also read cookies already stored within your browser to identify non-personal information about you and communicate this information to other advertisers. You may remove cookies used by the Healthtrends.ai website for advertising purposes by deleting cookies from your browser history. Some browsers have "do not track" features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals. Instead, we collect, use, and share information as described in this privacy policy regardless of a "do not track" choice.

Section 6: Third Party Data Interactions

Third Party Data Interactions. Healthtrends.ai may allow third parties to deliver advertisements on the Healthtrends.ai website, through the App or SMS text messages. The Healthtrends.ai website and App may also contain links to websites that are owned and operated by third parties. You should be aware that when you click on these third-party advertisements or links, you may deploy technology (such as cookies or web beacons), which third parties may use to identify some of your preferences or to recognize you if you have previously been to their website or otherwise had contact with them. Healthtrends.ai has no responsibility (and disclaims any representations, warranties or responsibility) for these third-party advertisements and websites, including, without limitation, their content and privacy policies. Healthtrends.ai encourages you to read the privacy policies of the advertisers and websites to learn how they may collect and use information about you. If you voluntarily disclose personal information in a public area of the Healthtrends.ai website or App, such as a review page, blog or message board, third parties may collect this information and use it to send you unsolicited marketing communications, messages or for other purposes. You disclose personal information in public areas of the Healthtrends.ai website or App at your own risk.

Section 7: Updating Your Information

You may correct any errors in your personal information by providing Healthtrends.ai with the correct information by sending an email to susan.joseph@healthtrends.ai with an explanation of your specific request. In jurisdictions where your consent is required at the point of collection before any sharing of your information can take place, you will be notified at the collection point that your information will be shared, and submission of your contact information will be confirmation of your consent to opt-in for the transfer of your contact information to the referenced third party.

You have the "right to be forgotten" (the right for your information to be deleted). You may uninstall the App from your mobile device at any time, and Healthtrends.ai will make reasonable efforts to delete the personal information in its possession concerning your use of the App; however, you will continue to receive e-mail, SMS text messages and other communications if you selected those services through your account at the Healthtrends.ai website. Healthtrends.ai will delete all of your personal information (except for your transaction history) from Healthtrends.ai records upon your written request. However, you will not be able to access some areas of the Healthtrends.ai website, use some aspects of the App or have the App function properly if you choose to delete your personal information. Contact Information: **Healthtrends.ai Attn: Privacy Manager, 7 Lawridge Drive, Rye Brook, NY 10573**

Section 8: Opt Out

Opt Out. You may also opt out of receiving communications from Healthtrends.ai by following the directions in Healthtrends.ai by e-mailing susan.joseph@healthtrends.ai or by mailing your request, which must include your current contact information, to **Healthtrends.ai Attn: Privacy Manager, 7 Lawridge Drive, Rye Brook, NY 10573.**

You may stop the delivery of Push Notification or other e-mail messages from Healthtrends.ai by managing your notification preferences in the account settings section of the App or your online account with an Healthtrends.ai website. Healthtrends.ai will implement your request within a reasonable time. Please note that your request to opt out of receiving marketing communications will only apply to future communications and transactions with Healthtrends.ai and its service providers. Even if you choose to opt out of receiving marketing communications from Healthtrends.ai, Healthtrends.ai will still send you transactional or administrative communications. States have varying laws about privacy which may require specific privacy policies to be provided, and so, will only apply to you provided you live in such a jurisdiction. If you have questions, please contact susan.joseph@healthtrends.ai.

Section 8: Policy Changes

Policy Changes. Healthtrends.ai may change this privacy policy at any time. If Healthtrends.ai modifies this privacy policy, Healthtrends.ai will post it on the Healthtrends.ai website and the App and include the effective date of the modification. If there are material changes to this privacy policy, Healthtrends.ai may notify you of the modification by sending you an e-mail at the last e-mail address you provided to us, posting a notice through the App, by prominently posting notice of the modification here and on the home page for each Healthtrends.ai website governed by this privacy policy, through other reasonable delivery methods, or as otherwise required by law. Healthtrends.ai shall not be responsible for the acts of those who gain unauthorized access, and my not provide prior notice to you of any policy updates.

Your use of the Healthtrends.ai website or App means that you accept the terms of this privacy policy and that Healthtrends.ai has the right to use information it collects from you, whether personal information or anonymous, as stated in this privacy policy. If you do not accept the terms of this privacy policy, do not use the Healthtrends.ai website or App. If you have any additional questions, please feel free to contact Healthtrends.ai any time at susan.joseph@healthtrends.ai.

California Privacy Rights Specific Sections:

We collect information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular California consumer or household ("personal information").

California Civil Code Section 1798.83 permits California residents to request certain information regarding Healthtrends.ai's disclosure of personal information to third parties for their direct marketing purposes. To request such information, please contact us through the "Contact" section. Please be advised that in certain instances, it may be required for Healthtrends.ai to

disclose your personal information to a governmental body by law for example under a subpoena, warrant or court-issued request for information. For additional information, see **Policy Section 1** that describes what information we collect about you.

We may use the personal information we collect for our operational purposes or other purposes set out in this privacy policy. Those purposes may include:

- Auditing related to a current interaction with the website user and concurrent transactions, including, but not limited to, counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance with this specification and other standards.
- Detecting and monitoring security events, protecting against malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity.
- Debugging to identify and repair errors that impair existing intended functionality.
- Short-term, transient use, provided the personal information that is not disclosed to another third party and is not used to build a profile about a User or otherwise alter an individual consumer's experience outside the current interaction, including, but not limited to, the contextual customization of ads shown as part of the same interaction.
- Performing services on behalf of the business, including maintaining or servicing accounts, modifying loyalty program services, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing advertising or marketing services, providing analytic services, or providing similar services on behalf of the business.
- Undertaking internal research for technological development and demonstration.
- Undertaking activities to verify or maintain the quality or safety of a service that is owned, manufactured, manufactured for, or controlled by the business, and to improve, upgrade, or enhance the service that is owned, manufactured, manufactured for, or controlled by the business.

We also use the personal information we collect for our commercial or economic purposes, such as attracting consumers to join, subscribe to, provide, or exchange information, or services, or enabling or effecting, directly or indirectly, a commercial transaction.

For additional information, see the **Policy Section 2** that describes how we use the information about you.

For information on where we share personal information, see the **Policy Section 3** describing sharing information.

You have the right to ask us to send you the following information:

1. The categories of personal information we have collected about you.
2. The categories of sources from which we collected the personal information.
3. Our business or commercial purpose for collecting personal information.
4. The categories of third parties with whom we share personal information.
5. The specific pieces of personal information the business has collected about you.

You have the right to ask us to delete the personal information about you we have collected.

Your privacy rights are important. If you exercise your privacy rights under California law, we will not do any of the following in retaliation:

1. Deny you goods or services.
2. Charge you different prices or rates for goods or services, including through the use of discounts or other benefits, or imposing penalties.
3. Provide you a different level or quality of goods or services.
4. Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

If you are a California resident and you want to submit a request to us regarding your California rights, you can contact us via e-mail to susan.joseph@healthtrends.ai.You do not have to create an account with us to submit a request.

We can only respond to your request if it is verifiable. This means we are obligated to take reasonable steps to verify your identity and your right to access the information you request. We may ask you to provide additional information that will help us do so. We will only use that additional information in the verification process, and not for any other purpose.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.