

# Talix Privacy Policy

Effective Date: 01/01/2019

We at Talix, Inc. (“Talix”) recognize that the privacy of your personal information is important. The purpose of this privacy policy (“Policy”) is to let you know how we handle the information collected through the use of this website located at [www.talix.com](http://www.talix.com) or any website owned, operated, licensed or controlled by us (the “Website”). This Policy applies solely to the information that we collect through the Website. This Policy does not address personal information that you provide to us in other contexts (*e.g.*, information collected through other means such as by telephone or in person). As used in this policy, terms such as “we”, “us” or “our” and “Company” refer to Talix and its current and any future affiliated entities.

## Acceptance of Privacy Policy

By using the Website, you signify your acceptance of this Policy. If you do not agree to the terms of this Policy, please do not use the Website. Your continued use of the Website following the posting of changes to these terms will mean that you accept those changes.

## Collection of Personal Information

You may visit our Website without telling us anything about yourself. If you contact us and choose to provide personally identifiable information, such as your name, address, telephone number, cell phone number, e-mail address or fax number (“Personal Information”), we will use that information and may share it with other companies and/or individuals (*e.g.*, our partners, consultants, and service providers) for the purpose for which you submitted it to us, such as to respond to your inquiry or to provide you with information that you requested. You do not have to provide us with Personal Information; however, this may limit your ability to use some functions of this Website or to request additional services or information.

From time to time, our Website may be configured to collect domain information. This data enables us to become more familiar with which users visit our site, how often they visit and what parts of the site they visit most often. Talix uses this information to improve our Website. No personally identifiable information is gathered in this process. This information is collected automatically and requires no action on your part.

## Use of Personal Information

If you choose to provide us with Personal Information through the Website or emailing us, we use your Personal Information for a number of purposes such as:

- To respond to an email or particular request from you.

- To personalize the Website for you.
- To process an application as requested by you.
- To administer surveys and promotions.
- To provide you with information that we believe may be useful to you, such as information about health products or services.
- To perform analytics and to improve our products, websites, and advertising.
- To comply with applicable laws, regulations, and legal process.
- To protect someone's health, safety, or welfare.
- To protect our rights, the rights of affiliates or related third parties, or take appropriate legal action, such as to enforce our Terms of Use.
- To keep a record of our transactions and communications.
- To notify you of changes to this Policy.
- As otherwise necessary or useful for us to conduct our business, so long as such use is permitted by law.

We may use Personal Information to contact you through any contact information you provide through this Website. If you do not wish to receive unsolicited emails or other communications from us, you may contact us using the contact information at the bottom of this Policy and request that your Personal Information be removed from our list.

We may also share personal information within the our company, and we may combine Personal Information that you provide us through this Website with other information we have received from you, whether online/offline, or from other sources such as from our vendors or trade shows. For example, if you have purchased a product or service from us, we may combine Personal Information you provide through this Website with information regarding your receipt of the product or service.

If you are based outside the United States, please note that the Personal Information that you provide through the Website is transferred to the United States (where privacy laws may not be as adequate as in your jurisdiction) to Talix and third parties engaged by Talix to assist in operation of the Website or provide a service to you. By using the Website, you expressly agree to the transfer of any information you provide through the Website, including Personal Information, to the United States.

## **Disclosure of Personal Information**

Unless you expressly give us permission in writing to do so, Talix will not sell, rent, license, or trade your Personal Information other than as specified in this Policy, and as otherwise permitted by law.

Business Transfers. We may share your Personal Information with other business entities if all or part of Talix’s business is sold, merged, assigned, dissolved, acquired, or transferred in a similar transaction to such business entity. We will require any such successor business entity to honor the terms of this Policy.

Disclosures Under Special Circumstances. We may share information about you in response to a court order, subpoena, search warrant, law or regulation. We may cooperate with law enforcement authorities in investigating and prosecuting activities that are illegal, violate our rules, or may be harmful to other visitors. In such circumstances, we will take appropriate measures to ensure that the requester understands the sensitive nature of the Personal Information that they may receive.

Disclosures to Third Parties Assisting In Our Operations. We may also share Personal Information with other third party companies that we collaborate with or hire to perform services on our behalf. As an example, we may hire a company to help us send and manage email, and we might provide the company with your email address and certain other information in order for them to send you an email message on our behalf. Similarly, we may hire companies to host or operate some of our websites and related computers and software applications.

## **Automatically Collected Information and Anonymous Information**

Each time you visit the Website, Talix collects some information to improve the overall quality of the visitor’s online experience.

Aggregated Data. Talix collects aggregate queries for internal reporting and also counts, tracks, and aggregates your activity into Talix’s analysis of general traffic-flow at the Website. To these ends, Talix may merge information about you into aggregated group data. In some cases, Talix may remove personal identifiers from Personal Information and maintain it in aggregate form that may later be combined with other information to generate anonymous, aggregated statistical information. Such anonymous, group data may be shared on an aggregated basis with Talix’s affiliates, business partners, service providers and/or vendors; if it does so, Talix will not disclose your individual identity.

Web Server Logs and IP Addresses. An Internet Protocol (“IP”) address is a number that automatically identifies the computer or device you have used to access the Internet. The IP address enables our server to send you the web pages that you want to visit, and it may disclose the server owned by your Internet Service Provider. Talix may use IP addresses to conduct Website analyses and performance reviews and to administer the Website.

Cookies and Web Beacons. Periodically, some pages on this Website may use “cookies,” which are small files that the site places on your hard drive for identification

purposes. These files are used for site registration and customization the next time you visit us. You should note that cookies cannot read data off of your hard drive. Your web browser may allow you to be notified when you are receiving a cookie, giving you the choice to accept it or not. You can also refuse all cookies by turning them off in your browser. By not accepting cookies, some pages may not fully function and you may not be able to access certain information on this Website. Information that we collect through cookies includes (i) the name and version of the operating system on your computer, (ii) the name and version of your browser, (iii) which page on the site you are currently reading, as well as clicks and time spent on a particular page, (iv) if you were sent to the current page by some other page on the web, the universal resource locator (“URL”) of the referring web page, and (v) geolocation of your computer or device. Some of the site’s web pages may use web beacons in conjunction with cookies to compile aggregate statistics about site usage. A web beacon is an electronic image (also referred to as an “action tag,” “single-pixel,” or “clear GIF”) that is commonly used to track the traffic patterns of users from one web page to another in order to maximize web traffic flow and to otherwise analyze the effectiveness of the Website. Some web beacons may be unusable if you elect to reject their associated cookies.

## Third Party Websites and Services

Please note that some this Website may contain links to other websites and services. We are not responsible for the privacy practices of those websites, and we recommend that you review the privacy policies of each website that you visit. When you select a link to a third party website from this Website, you will be leaving the Talix website. Any information that you disclose on the third party website will be governed by that website’s privacy policy.

## Third Party Online Advertising

Some of the advertisements you see on the Website are delivered by third parties who also collect information through their own cookies, web beacons and other similar technologies about your online activities, either on our services or across the Internet, in an effort to understand your interests and deliver advertisements that are tailored to your interests. These third parties include advertisers, advertising agencies and ad networks that may collect information about you when you view or interact with one of their advertisements and may collect information about your online activities over time and across different websites. Talix does not have access to the information these third parties may collect about your interests to deliver relevant advertising to you, and the information practices of these third parties are not covered by this Policy. These companies may offer a way for you to choose not to have your information used for advertising purposes. For more information about third party advertising networks and similar entities that use these technologies, see [www.aboutads.info/consumers](http://www.aboutads.info/consumers), and to opt-out of such ad networks’ and services’ advertising practices, go to [www.aboutads.info/choices](http://www.aboutads.info/choices). Once you click the link, you may choose to opt-out of

such advertising from all participating advertising companies or only advertising provided by specific advertising companies.

## **User-Generated Content**

If you submit information or a posting to a chat room, bulletin board, or similar “chat” related portion of this Website, the information you submit along with your screen name will be visible to all visitors, and such visitors may share with others. Therefore, please be thoughtful in what you write and understand that this information may become public. We cannot prevent such information from being used in a manner that may violate this Policy, the law, or your personal privacy and safety.

## **Response to “Do Not Track” Signals**

Some Internet browsers include the ability to transmit “Do Not Track” signals, which is a privacy preference that users can set in some web browsers, allowing users opt out of tracking by websites and online services. Since uniform standards for “Do Not Track” signals have not been adopted, Talix does not process or respond to “Do Not Track” signals.

## **Information Security**

We maintain reasonable administrative, technical and physical safeguards designed to help prevent your Personal Information from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. However, no security system is impenetrable and no web site operator, including Talix, can fully eliminate security risks associated with Personal Information. While Talix has endeavored to create a secure and reliable website for users, the confidentiality of any communication or material transmitted to/from the Website or via e-mail cannot be guaranteed. We are not liable for the illegal acts of third parties, such as criminal hackers. We urge you to take every precaution to protect your Personal Information while you are on the Internet.

## **Access**

This Website may permit you to view your visitor profile and related Personal Information and to request changes to such information. If this function is available, we will include a link on this Website with a heading such as “My Profile” or similar words. Clicking on the link will take you to a page through which you may review your visitor profile and related personal information. If you ask us to shut down your profile or delete your information, we will disable your profile within a reasonable period of time. Please note that we may need to retain some information about you in order to satisfy our legal and security obligations.

## **Communication Practices**

We may send electronic newsletters, notification of account status, and other communications, such as marketing communications, on a periodic basis to various individuals and organizations. We may also send email communications regarding topics such as general health benefits, Website updates, health conditions, and general health topics. We offer you appropriate consent mechanisms, such as opt-out, for marketing and certain other communications (*i.e.*, commercial email or text messages). As examples, you may opt-out as provided for in a specific email communication or contact us as described below in the section “Contact Us.” Please be aware that opt-outs may not apply to certain types of communications, such as account status, Website updates, or other communications.

## Children’s Privacy Protection

Under Age 13. Talix understands the importance of protecting children's privacy in the interactive online world. The Website is not designed for, or intentionally targeted at, children under 13 years of age. It is not our policy to intentionally collect or maintain information about anyone under the age of 13. No one under the age of 13 should submit any Personal Information to Talix or the Website.

Under Age 18. Minors under 18 years of age may have the Personal Information that they have provided to Talix through the Website deleted by sending an email to Talix requesting deletion. Please note that, while we make reasonable efforts to comply with such requests, deletion of your personal information does not ensure complete and comprehensive removal of that data from all systems.

## Social Media Policy

We encourage you to read, share, follow us and provide commentary on our [Facebook®](#), [Twitter®](#), [LinkedIn](#), [Pinterest®](#), [Instagram®](#) and our other social media sites. If you do choose to share information about your experience with Talix on our social media sites, you acknowledge our social media policy.

We are under no obligation to screen or monitor your posts or any other user content; however, we do make a reasonable effort to monitor participation to ensure that posts on our social media sites remain related to your experience with Talix, are courteous and avoid making offensive comments. Your posts and user content related to your experience with Talix on our social media sites must adhere to the following requirements and cannot:

- Contain any third-party material including logos, drawings, tattoos, photographs, pictures, sculptures, paintings and other images or works of art, phrases, trademarks, trade secrets or other items without explicit prior written permission to use such materials.
- Contain sexually explicit, graphic, gratuitous or unnecessarily violent content or defamatory or derogatory content against any ethnic, racial, gender,

religious, sexual orientation, professional or age group or contain any pornographic or nude material.

- Contain any private information about yourself or any other individual, including without limitation, information related to the health of the individual, financial information about the individual or any identification or account numbers related to the individual, with or without their permission or consent.
- Contain any software viruses or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer software, hardware or telecommunications equipment.
- Contain any advertising, promotional materials, “junk mail”, “spam”, “chain letters”, “pyramid schemes”, or promote illegal activity and/or illegal contests, sweepstakes, gambling, including any online casino, sports books, bingo, poker or any other form of solicitation.

We reserve the right on our social media sites to edit comments for content, remove off-topic contributions, delete offensive comments or remarks, block offensive contributors and/or delete actual or suspected spam content. We reserve the right to respond to any post or user content on our social media sites, and may occasionally privately request your contact information to assist offline with your consent by routing the matter to the appropriate persons or department for further handling. Please be aware that once you post something online, there is the potential for numerous individuals to read your words, even years from now. Therefore, we suggest that you exercise caution when posting on any social media sites, and that you not disclose personally identifiable information like your location, medical record number, personal medical information, financial information, etc.

We are not responsible for the content of any comments or responses posted by others to any website or social media site managed or monitored by us. We do not control the placement of any marketing or advertising displayed on our pages by social media or third party organizations. The inclusion of links to other websites does not imply any endorsement of the material on the third party websites. All trademarks of the social media sites are the property of their respective owners.

## **Changes to this Privacy Policy**

We may change this Policy from time to time as we add new features and services, as laws change, and as industry privacy and security best practices evolve. If we do so, such change will appear on this page of our Website, and such changes will be effective upon posting. We display an effective date on at the top of this Policy so that it will be easier for you to know when there has been a change. If we make any change to this Policy regarding use or disclosure of Personal Information, we will provide appropriate notice and choices to you, on this Website and in other appropriate locations, based on the scope and extent of changes. Small changes or changes that do not significantly affect individual privacy interests may be made at any time and without prior notice. You may always visit this Policy to learn of any updates.

## **For Additional Information**

If you have any questions or concerns regarding this Policy and our related privacy practices, please contact us at: Talix, 660 3rd Street, San Francisco, CA 94107 (address); (628) 220-3885 (telephone); or [marketing@talix.com](mailto:marketing@talix.com) (email).