

**NOTISPHERE**  
**PRIVACY POLICY**

Thank you for visiting Notisphere.com (the “Site”), owned and operated by Notisphere, Inc. (“Notisphere,” “we,” “us,” or “our”). Notisphere provides an online platform that enables communication between medical equipment and device suppliers and healthcare providers (the “Platform”).

Please read the following information carefully. It tells you when this notice is effective, what information we collect from you, how we might use such information, how you can review or change the personal information you provided to us, how we may change this notice, and the steps we take to ensure that your personal information is protected. We are committed to the privacy of our visitors and hope your visit is helpful and informative.

This Privacy Policy will remain in effect until a new notice supersedes it. We may choose to update this notice at our discretion, so you should check this page periodically as the terms may change from time to time. The most recent version of the notice will be reflected by the “last updated” date noted at the bottom of this notice. Your continued use of the Site will constitute your acknowledgment of this notice in its current version and your understanding of the terms of this notice.

If you have a specific question, feel free to click to the appropriate section below:

- 1. What information is collected?**
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- 5. What information do we share with third parties (or what information may they access because of the services they provide to us)?**
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**1. What information is collected?**

Information is collected from a variety of sources, including but not limited to from a visitor when they visit the Site, use the “Contact Us Today” or other registration or feedback forms. Additionally, it may be collected when you voluntarily submit it in order to provide feedback, participate in surveys, or request to receive information, customer or technical support.

We collect two types of information: “Identifying Information” and “Non-Identifying Information.”

#### Types of Identifying Information we collect

When you enter information on the Site, we may collect personal information from you including your:

- First and last name
- Company or personal email address
- Phone number
- Company or business information
- Any additional information you choose to provide

#### Types of Non-Identifying Information we collect.

We may also collect general information resulting from your activity on the Site, including your preferences and other tendencies. This includes anonymous “traffic data” or tracking information provided by the website’s host or similar provider of such information (i.e., Google Analytics and Amazon Web Services) that does not personally identify you but may be helpful for marketing purposes or for improving the services we offer. Analytics is the process of collecting, analyzing, and reporting aggregate data. This information may include which pages visitors visit, how long visitors may stay on a particular page, and where visitors are located. It may also provide information about what browser, network, or device is used to visit the Site. To learn more about Google Analytics and how to opt out, please visit <https://policies.google.com/technologies/partner-sites>. To learn more about Amazon Web Services, please visit <https://aws.amazon.com/privacy/>.

In addition, when you visit the Site, we may also log your anonymous IP addresses, a unique identifier for your computer or other access device. This helps us diagnose problems with our server, to administer the Site, or to display content according to your preferences.

#### We also use cookies and web beacons.

A cookie is a small string of information that the website you visit transfers to your computer for identification purposes. Cookies can be used to follow your activity on the website and that information helps websites to understand your preferences and improve your website experience. Cookies are also used for such activities as remembering your username and password, if you use such a feature on the Site. You can turn off all cookies in the event you prefer not to receive them. You can also have your computer warn you whenever cookies are being used. There are also software products available that can manage cookies for you. Please be aware, however, that when you choose to reject cookies, you may lose access to or ability to use certain features on the Site.

A web beacon is an invisible pixel-sized graphic image on a web page, web-based document or e-mail message. It helps us do things like view the URL of the page on which the beacon appears and the time the Site, document or email in question is viewed. They can be used to confirm the receipt of, and response to, our

emails, including those that you forward to friends and family; and they help deliver a more personalized online experience.

## 2. **How we use this information?**

We and our third-party service providers may use your information and any third-party personal data that you may provide, as applicable:

- to create and manage your account;
- to respond to user inquiries and/or other requests or questions;
- to enable us to operate the Site;
- to send you important information regarding the Site, such as certain changes to our terms, conditions, policies and/or other administrative information;
- to request feedback;
- to improve our services and the interactions you have with the Site;
- to inform you of products, programs, services and promotions that we believe may be of interest to you;
- to provide customer service;
- to market products and services that may be of interest to you--for instance, we may add you to the Notisphere email list and newsletter when you email us, or submit information through the website form for our internal business purposes, such as data analysis, audits, developing new products, enhancing the Site, improving our services, identifying usage trends and determining the effectiveness of our promotional campaigns; and
- to comply with and enforce applicable legal requirements, relevant industry standards and our policies

## 3. **How does the Site share your information?**

We may share the data collected about your use and property. We may use your depersonalized personal information to provide analyses of the Site in the aggregate to our prospective business partners and other third parties. We may also share the personal information we collect from you under the following circumstances, and you expressly authorize us to share your information as follows:

- *Protection of rights.* We will share personal information if we have a good faith belief that (i) access, use, preservation or disclosure of such information is reasonably necessary to satisfy any applicable law, regulation, legal process, such as a court order or subpoena, or a request by law enforcement or governmental authorities, (ii) such action is appropriate to enforce our Terms of Use for the Site, including any investigation of potential violations thereof, (iii) such action is necessary to detect, prevent, or otherwise address fraud, security or technical issues associated with the Site, or (iv) such action is appropriate to protect the rights, property or safety of Notisphere, its employees, users of the Site or others.

- *Asset transfers.* If we become involved in a merger, acquisition or other transaction involving the sale of some or all of Notisphere’s assets, user information, including personal information collected from you through your use of the Site, could be included in the transferred assets. Should such an event occur, we will use reasonable means to notify you through email and/or a prominent notice posted on the Site.
- *Service Providers.* We may share your personal information with service providers (including our affiliates that provide services on our behalf) that we engage for the purpose of processing information on our behalf. Additionally, we may partner with other companies to process, analyze, and/or store data. While providing services for us, these companies may access your personal information. To the extent applicable, we require these entities to comply with this Privacy Policy and appropriate confidentiality and security measures.

#### **4. How does the Site utilize third party services and content?**

For your convenience, we may link to third party sites and services, or otherwise display third party content through the Site. Here are some examples of third-party content and services available through or via the Site:

1) Contact management and marketing – We use Amazon Email Services to help automate our contact management, marketing, and newsletters.

2) YouTube– We may embed content on the Site from other online services, such as a recorded video.

3) Infrastructure – We use Amazon Web Services to support the Site and infrastructure.

4) News & Media – We link to social media and news outlets to provide insight to our visitors as to who we are and what we do, including, but not limited to LinkedIn.

Please note that these other sites may send their own cookies to users, collect data, or solicit personal information. We urge you to review the data protection, privacy, and cookie policies available on their websites. We do not accept any responsibility or liability for the data protection of privacy practices of third parties in relation to such websites and your use of third-party websites is entirely at your own risk.

#### **5. What information do we share with third parties (or what information may they access because of the services they provide to us)?**

We will not sell, trade, or otherwise transfer your personal information or general information to third parties without informing you in advance. However, we may provide some of our services through contractual arrangements with affiliates, services providers, partners and other third parties. Our service partners may use your personal information to operate the Site and deliver services. We use these third parties to help handle parts of our business. They help us do things like fulfill orders, process payments, provide analytics, monitor activity, maintain databases, and administer and monitor emails. These parties will only use your data for the purpose of carrying out the work as agreed with us.

### Disclosure of your information for security purposes.

Notisphere fully cooperates with law enforcement agencies in identifying those who use the Site for illegal activities. We will release personal or general information without your consent for security purposes, when required by law, or to prevent imminent harm to any person or entity. We will disclose personal or general information upon receipt of a court order or subpoena, or to cooperate with a law enforcement investigation, which may include responding to requests and court orders from jurisdictions outside the United States. We reserve the right to report to law enforcement agencies any activities that we in good faith believe to be unlawful, as determined in our sole discretion.

### **6. What choices do you have over how your information is used?**

1) Email Opt Out – If you no longer want to receive our newsletter, emails or other announcements, you may unsubscribe by following the “unsubscribe” link at the bottom of our emails. Please note that, if you have multiple email addresses, you will need to opt-out for each address in order to be removed from our active database.

2) Location information – You may have the ability to turn location-based services on and off by adjusting the settings of your Internet browser or mobile device.

2) Cookies and web beacons – Your browser may offer the ability to block or delete cookies from your device. Please follow your individual browser’s instructions on how to block and clear cookies.

### **7. How can you edit or delete your information?**

You may use and visit the Site without entering personal information or creating an account, however there are other requirements for creating an account for access to and use of the Platform. By logging into your account on the Platform, you can correct or update your information. If you would like to permanently delete your account, please do so through the Profile Page linked to your account on the Platform, or email us at [info@notisphere.com](mailto:info@notisphere.com). Please note certain information, which may include your name and activity history may not be able to be deleted from our database.

### **8. Does the Site respond to do-not-track signals?**

At this time, Notisphere honors the request of “do not track” signals sent by your browser when you visit the Site. Additionally, you can change your privacy preferences regarding the use of cookies and similar technologies through your browser. You may set your browser to accept all cookies, block certain cookies, require your consent before a cookie is placed in your browser, or block all cookies. Please note, blocking all cookies will affect your online experience and may prevent you from enjoying the full features offered by our website.

**9. How do we secure your information on the Site?**

In order to protect both the personal information and the general information that we receive from you through the Site, we have implemented various security measures. In addition to physical security measures, such as limiting the number of persons who have access to your information, Notisphere uses a number of technological security measures, including http secure encryption, Amazon GuardDuty, and firewalls to keep your information safe. We will take all steps reasonably necessary to ensure that your data is treated securely. All information you provide to us is stored in secure managed servers.

Whenever you give out personal information online there is a risk that third parties may intercept and use that information. While we strive to protect your personal information and privacy, we cannot guarantee the security of any information you disclose online. By using the Site, you expressly acknowledge and agree that we cannot guarantee the security of any data provided to or received by us through the Site and that any personal information, general information, or other data or information received from you through the Site is provided at your own risk. We are not liable for any damages arising out of, or in any way connect with, a third party's unauthorized access to your information.

In the event that personal information you provide to us is compromised as a result of a breach of security, when appropriate we will take reasonable steps to investigate the situation, notify you and take the necessary steps to comply with any applicable laws and regulations.

**10. What age do I have to be to use the Site?**

The Site is not intended for use by people under 13 years of age. We will not knowingly collect information from minors in the United States or elsewhere with or without the consent of their parents or guardians. Personal information submitted by a person under the age of 13 will not be accepted. Any general information provided by a person under the age of 13 and gathered (for example, through the use of cookies) during his or her visit may be used as indicated in this Privacy Policy.

**11. What governing law applies?**

This notice and our privacy practices will be subject exclusively to the laws of the State of California within the United States of America. By using the Site, you hereby irrevocably submit to the exclusive jurisdiction of the competent courts of California any claim or matter arising under or in connection with the Site.

**12. What if I live outside the United States?**

The Site is hosted and operated entirely in the United States and is subject to United States law. Please do NOT provide us with any information if you live outside of the United States. If you are from a jurisdiction outside of the United States, please notify us so that we may take necessary action. This may include restricting your access to the Site and deleting your information. We are committed to resolving these issues, so if you have

any questions about how we collect or use your information you may email us at [info@notisphere.com](mailto:info@notisphere.com).

**13. Who should I contact with questions or concerns?**

If you have any questions or comments relating to the Site or this Privacy Policy, you can submit a question through the Site or send an email to at [info@notisphere.com](mailto:info@notisphere.com). You may also reach us via U.S. mail at:

Notisphere, Inc.  
8601 Beverly Blvd.  
West Hollywood, CA 90048  
Attn: Customer Support

**14. When was this notice last updated?**

January 26, 2021.