

## Privacy Policy of Dascena

Dascena, Inc. (Dascena) respects the interest that visitors to our website have in understanding what information is collected electronically, how it is collected, to whom it is or may be disclosed and how it is used. Dascena has developed this online privacy policy to address those questions.

You should know that Dascena is an information technology and services company and is not a healthcare provider (such as a doctor, physician practice, hospital, pharmacist, etc.) or a health plan and therefore is generally not subject to the Privacy Rule under the Health Insurance Portability and Accountability Act (HIPAA). To the extent that HIPAA imposes requirements on healthcare providers relating to individually identifiable healthcare information, those requirements may not apply to Dascena.

### **This Policy Includes:**

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### **Important limitations to this online Privacy Policy**

- This policy addresses only information that is or may be collected on our U.S. website – *which is NOT intended to be used by non-U.S. residents.*
- This policy applies only to information collected on our website and does not apply to information collected in other areas, whether online or offline. This policy does not apply to third-party websites that may be accessed through a link from a site covered by this policy. You should review the privacy policies of any third-party websites to understand how that site collects, uses and discloses any Personal Information or non-Personal Information (as defined below).
- Our website is not intended for, or designed to attract, individuals under the age of 13, or to collect Personal Information (as defined below) from children either directly or through passive information technology such as cookies. If a parent or guardian has

reason to believe that a child has provided us with Personal Information (as defined below), the parent or guardian should contact us at through a Contact Us page on our website [<https://www.dascena.com/contact/>].

- This policy does not apply to information collected through applications on mobile or personal devices, even if the application may be accessed through a link from a site covered by this policy.

### **Collection of Personal Information**

“Personal Information” is information that directly identifies you or could reasonably be used in combination with other information to identify you and which is submitted to and/or collected by the Dascena web site and maintained by or for Dascena in an accessible form. Examples of Personal Information that directly identify you can include your name, driver’s license number, social security number, biometric or genetic data, street address, telephone number, email address and other similar information. Examples of Personal Information that when combined with other information may be able to identify you include race, gender, date of birth, health condition or status, employment status, zip code and other similar information. Both types of information are considered “Personal Information” for the purposes of this policy.

Please do not submit any Personal Information if you do not want it to be collected. You should be aware, however, that without providing requested information, you may not be able to participate in particular features or activities that require such information.

Certain areas of our website allow you to contact us to request information, request our materials, request a demonstration or trial service, ask questions or provide comments or other information. Please be aware that when you do so, you may be disclosing Personal Information.

Non-Personal Information is information that is not personal, such as questions, comments, ideas and suggestions that you provide, or information that we may collect that is not linked to any Personal Information. Non-Personal Information will be treated as non-confidential, and we may disclose and/or use that information without any obligation whatsoever to you, for any purpose and through any means.

### **How Personal Information may be used**

If you provide us with Personal Information, we may use that information to contact you by e-mail, regular mail, telephone or other means, to provide you with information you requested about specific products or services, enroll you in a demonstration or trial service, provide additional future information about products or services that may be of interest to you, and to learn about and develop products and services concerning a particular disease or condition (such as market research). Other or additional information about use of your Personal Information may appear at the point where you are asked to provide Personal Information in a form or data field.

Dascena may combine your Personal Information provided on the Dascena website with Personal Information provided in other online or offline records held by Dascena, and/or with

records provided by third parties. Dascena may also combine your Personal Information with information gathered through cookies, web logs, pixel tags and other visitor tracking technologies, discussed further below. We use this consolidated information to help us better design Dascena websites and products, to communicate information to you, to enhance our marketing and research activities, and to facilitate other business functions.

### **Who Personal Information may be disclosed to**

Dascena will not transfer or allow access to your Personal Information to third parties, except (i) to affiliated entities, whether inside the U.S. or in other countries; (ii) to vendors and service providers who provide services to us (such as analytics, market research or marketing) or who assist us in providing services to you (such as a fulfillment company for processing and mailing purposes); (iii) in connection with security related or law enforcement investigations or in the course of cooperating with authorities; (iv) to comply with legal requirements or to establish or exercise our legal rights or defend against legal claims; (v) when we believe it is necessary to share information in order to assist in an investigation regarding, or to prevent, illegal activities, suspected fraud, or situations involving potential threats to the safety of any person; (v) upon a sale, merger, assignment or transfer of the business of the website to which the information relates; and (vi) to third parties with whom Dascena is jointly marketing a product or service or jointly conducting a program or activity. Any affiliated entity, vendor or service provider, or other third party who is permitted access to, or to whom we transfer, Personal Information is required to keep your Personal Information confidential.

### **Information Security**

Dascena takes reasonable precautions to keep Personal Information secure against unauthorized access and use. However, the confidentiality of personal information transmitted over the Internet cannot be guaranteed. We urge you to exercise caution when transmitting personal information over the Internet, especially Personal Information related to your health. Dascena cannot guarantee that unauthorized third parties will not gain access to your Personal Information; therefore, when submitting personal information to Dascena websites, you must weigh both the benefits and the risks.

### **Visitor tracking information**

#### ***Cookies***

The Dascena website may use a tracking technology called a “cookie.” A “cookie” is a small text file that a website can place on your computer’s hard drive in order, for example, to collect information about your activities on the site, to track your preferences and selections, or to show you advertisements based on your interests, such as banner ads relating to Dascena products and services. Cookies may be placed on your computer by Dascena (a “first party cookie”) or by another company or advertiser that Dascena engages to provide services or advertising on the Dascena website (a “third party cookie”). It is possible that these cookies could be used in combination with other information to identify you.

Information stored in first party cookies associated with the Dascena web site will be transmitted back to us. Information stored in third party cookies may be transmitted to the party placing the cookie, so that they can deliver to you messages and advertisements based on your interests as you browse the Internet. You may be able to opt-out of third parties using cookies to deliver interest-based advertising to you by visiting [www.aboutads.info/choices/](http://www.aboutads.info/choices/). With most internet browsers, you can also erase cookies from your computer's hard drive, block all cookies, block specific kinds of cookies, or even receive a warning before a cookie is placed on your system. Refer to your browser instructions or help button to learn more about cookies. You should be aware, however, that cookies might be necessary to provide you with certain features (e.g. customized delivery of information) available on the Dascena website. In addition, certain web browsers and other programs may be used to signal your preferences to Dascena about how or whether Dascena or third parties may collect information about your online activities. Currently, Dascena does not respond to such signals.

### ***Web Logs***

Dascena website may also automatically collect and store web log information relating to your computer and your visit, such as the name of the domain and host from which you access the Internet; the Internet address of the website from which you linked to the Dascena website; the date and time you accessed the Dascena website, how long you spent and which pages you visited; your computer's operating system and browser software; and your Internet protocol (IP) address. An IP address is a number assigned to your computer by your Internet Service Provider so you can access the Internet. This number may change each time you connect to the internet ("dynamic IP address") or it may remain constant ("static IP address"). If you have a static IP address, it is possible that this address could be used in combination with other information to identify you.

### ***Pixel Tags***

The Dascena website may also track your usage of the site through the use of pixel tags (also called clear gifs or web beacons). A pixel tag is a tiny graphic on a web page that is used to track pages viewed. Pixel tags tell the web site server information such as the IP address and browser type related to the visitor's computer. Pixel tags may be placed on online advertisements that bring people to the Dascena website and on different pages of our sites. Web beacons provide us with information on how many times a page is opened and which information is consulted.

### ***Social Plugins***

This website may use social plugins (e.g., the Facebook "Like" button) to enable you to easily share information with others. When you visit our site, the operator of the social plugin may be able to place a cookie on your computer, enabling that operator to recognize individuals who have previously visited our site. If you are logged into the associated social media web site (e.g., Facebook) while browsing on our website, the social plugin allows that social media web site to receive information that you have visited our website. The social plugin may also allow the social media web site to share information about your activities on our web site with other users

of their social media website. For more information about the information shared via a particular social media plugin, you should refer to that social media site's privacy statement.

### ***Google Analytics***

Our website may use Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies to analyze use patterns and may collect information about your use of the website, including your IP address. More information on Google Analytics can be found here: [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/).

### **How to stop getting communications from us**

If you decide you no longer wish to receive information or communications about particular products and services, or from Dascena (for example, postal mailings, emails and telephone calls), you may opt out of any particular product or service or from all mailings by contacting us through a Contact Us page on our website [<https://www.dascena.com/contact/>]. [An "unsubscribe" option is also available through the Dascena website at \_\_\_\_\_]. You may also click on the "unsubscribe" link at the bottom of any Dascena email and follow the directions that appear on the screen in order to opt out of communications from Dascena.

Please note that you may continue to receive materials for a period of time while our lists are being updated.

### **How may I correct or delete Personal Information?**

You may request that we remove your Personal Information from our current customer records or that we amend your Personal Information. Please notify us of your wishes by contacting us at through a Contact Us page on our website [<https://www.dascena.com/contact/>]. For record keeping purposes, we may retain certain Personal Information you submit in conjunction with commercial transactions.

### **For California Users**

In addition to the rights set forth in this Privacy Policy, residents of the State of California ("California Users"), may request information regarding the types of personal information we share with third parties for direct marketing purposes, and the identities of the third parties with whom we have shared such information during the immediately preceding calendar year. California Users may request further information about our compliance with this law by sending us a message through a Contact Us page on our website [<https://www.dascena.com/contact/>]. Please note that we are only required to respond to one request per customer each year concerning this law, and we are not required to respond to requests made by means other than through the [Contact Us page] on the Dascena website.

Further in compliance with the California Online Privacy Protection Act (CalOPPA) be advised that there is no identity verification requirement to access this site, and anyone can visit this site anonymously.

## **Updates to this Privacy Policy**

Without prejudice to your rights under applicable law, Dascena reserves the right to amend this Privacy Policy without prior notice to reflect technological advancements, legal and regulatory changes and good business practices. If Dascena changes its privacy practices, an updated version of this Privacy Policy will reflect those changes and we will notify you of such changes by updating the effective date at the top of this Privacy Policy.

Thank you for your interest in Dascena.

Last Updated: October 14, 2017