

Updated: January 2022

This Online Privacy Policy (hereinafter, the “Policy”) covers the privacy practices of Aceso Interactive, Inc. (“Aceso” or “We” or “our” or “us”), and describes Aceso’s practices relating to the collection and use of personal information collected either a) through this website Aceso.com (the “Site”), or b) through information received through your use of an Aceso mobile application, such as Aceso’s Uplink application (each a “Mobile App”).

### **Collecting, Using and Sharing Information**

Information you provide. We obtain information you provide to us via the Site or the applicable Mobile App, such as when you view information on the Site, or when you input data while utilizing a Mobile App. This information may include items such as your name, address, mobile device ID (UDID), telephone number, location, and/or other information such as medical record numbers and/or other personal details. We may also collect analytics data or use third-party analytics tools to help us measure traffic and usage trends for the Site and to understand more about the demographics of our users. We may also work with third-party providers to employ technologies, including the application of statistical modeling tools which attempt to recognize you across multiple devices.

Information from third-parties. While utilizing a Mobile App, we may obtain information about you from a third-party, such as the applicable healthcare facility you receive treatment. This information could include, among other things, information about your medical care, transactions, and account activity, your location if you allow your browser and/or mobile device provider to send it to us, your mobile device ID, publicly available demographic data, and information needed to comply with regulatory or contractual requirements, ensure the accuracy of data, better understand your likely interests, and/or prevent fraud.

### **Use of Cookies and Other Tracking Technology to Collect Information**

A "Cookie" is a small string of text that is sent to your computer or mobile device when you use our Site(s).

Aceso automatically collects certain types of usage information when you visit our Site, utilize a Mobile App, or otherwise engage with us. We send one or more Cookies to your computer or other device and also use other similar technologies such as tracking pixels, tags, flash objects, web beacons, or similar tools when you visit our Site(s) or open an Aceso e-mail. These technologies can collect data regarding your operating system, browser type, device type, mobile device ID, screen resolution, IP address and other technical information, as well as navigation events and session information as you interact with our Site(s) or mobile applications. Among other things, this usage information allows us to understand how you use the Site(s) and/or mobile applications and what products and services may be of interest to you. The Cookies we place can also be used to allow the advertising networks we work with to set and read their own Cookies and collect similar information.

If you would prefer **not** to accept Cookies, most browsers will allow you to: (i) change your browser settings to notify you when you receive a Cookie, which lets you choose whether or not to accept it; (ii) disable existing Cookies; or (iii) set your browser to automatically reject Cookies. Please note that if you are using a Mobile App you may not be able to turn off Cookies and use the Mobile App due to security applications that must be capable of identifying you. Additionally, depending on your device and/or operating system, you may not be able to delete or block all Cookies. Deleting Cookies does not delete local storage objects, such as Flash objects and HTML5.

We do not use Cookies and tracking technologies for advertising purposes.

When you access a page of the Site via a browser, application, or handheld device, our web server automatically records certain information, known as "log information." This may include information such as the web page you are coming from or going to, terms you search, pages you view on the Site or Mobile App, your interaction with the Mobile App your IP address, browser type, browser language, device type, and data contained in one or more Cookies that may uniquely identify your browser, your computer, your device and/or your Aceso Mobile App account. Additionally, information you provide directly may be captured in log information. This log information is logged by our web servers, allowing us to deliver services or information you have requested, better understand user behavior on our Site and/or Mobile Apps, assist in troubleshooting problems, and improve the quality of our service. Please be aware that in some cases your IP address could be used to determine your general location.

## Use of Information

Aceso may use log information from our web server logs, Cookies, and other technologies, in combination with information you provide, transaction information, and information that we collect from third-parties, if any, to develop, offer, deliver and improve our products and services, to fulfill legal, regulatory and/or contractual requirements, and as otherwise permitted by applicable law. For example, we may use the information to:

- Operate the Site;
- Understand how visitors use our Site and/or Mobile App, and determine whether the content on the Site or Mobile App is effective;
- Personalize your experience when you use our Mobile App and services;
- To let us know which emails have been opened by recipients to understand the effectiveness of our marketing and other communications and to make those communications more useful and interesting to you;
- Remember your information so that you will not have to re-enter it during your next visit;
- Identify you across different devices that you use;
- Diagnose or fix technology problems.

If you do not wish to receive marketing messages from Aceso, you may indicate your preferences by clicking the "Unsubscribe" link in the email.

## Online Tracking and Advertising

We don't share or permit third-party online advertising networks, social media networks or other third-party services to collect information about your use of our Site over time so that they may play or display ads that may be relevant to your interests on our Sites as well as on other websites or apps, or on other devices you may use.

## Our Information Sharing Practices

Information about our customers, website visitors, and mobile application users, if applicable, is an important part of our business. ***We never sell your personal information, and we do not share your personal information except as solely permitted or required by law, including as provided below:***

- Aceso Customer Healthcare Facility(ies). We may provide personal information about you to Aceso Customer Healthcare Facility(ies) pursuant to a contractual obligation and to the extent permitted by applicable law.
- Sharing Information with Nonaffiliated Third-Parties. We do not share your personal information with nonaffiliated third-parties except as permitted or required by law.

## **How We Store and Protect Your Information**

Data storage and transfer. Your information collected through our Mobile App may be stored and processed in the United States or any other country in which We and our customers, who are healthcare service providers. If you are located in the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that we may transfer information, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction, and you consent to the transfer of information to the U.S. or any other country in which we or our service providers maintain facilities and the use and disclosure of information about you as described in this Policy.

Keeping your information safe. We care about the security of your information and have implemented and continue to maintain physical, administrative, and technological safeguards intended to preserve the integrity and security of all information collected through our Sites. However, no security system is impenetrable, and we cannot guarantee the security of our systems 100%. In the event that any information under our control is compromised as a result of a breach of security, we will take reasonable steps to investigate the situation and, where appropriate, notify those individuals whose information may have been compromised in accordance with any applicable laws and regulations.

## **How can I access and update my Aceso data?**

You may access and update information stored in your account profile by using the applicable Mobile App. Please keep your contact, account, and preference information up-to-date.

We will retain your information for as long as we reasonably deem it necessary to provide you services, comply with our legal or other obligations, resolve potential disputes, audit our records and/or enforce our rights and obligations under agreements with the applicable Aceso Affiliated Company(ies). If you no longer want us to use your information to provide you services, you will need to take the appropriate steps to terminate your relationship with Aceso and/or the applicable Aceso Affiliated Company(ies).

## **State Laws**

In addition to the rights described in this policy, please note that you may have additional rights under applicable state law.

## **Miscellaneous**



*The Future of Patient Experience™*

Changes to this Online Privacy Policy

Please note this privacy policy may change from time to time. If we materially change this privacy policy or our information-handling practices as described in this Policy, we will notify you by email and/or through a notice on our Site(s) prior to their implementation.

Contacting Aceso about this Online Privacy Policy

If you have any questions about this policy, our information-handling practices, or other aspects of privacy at Aceso, contact us by email to [gerry.smith@aceso.com](mailto:gerry.smith@aceso.com).