

Insight Rx, Inc. Privacy Policy

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This Privacy Policy ("Policy") describes how Insight Rx, Inc. collects, stores, uses and shares the personal information ("PI") of users of this website, www.insight-rx.com (the "Site") and the Insight Rx platform, ("Platform"), and all related products and services (collectively, "Services").

We are committed to protecting the privacy of users of our Services, as well as personal information transmitted through the Platform. By using Services, you are signifying your agreement to the processing of your information pursuant to this Policy.

This Policy is periodically reviewed, and might change as Insight Rx updates and expands the Services. We will endeavor to notify you directly of any material changes, and will post a notice of any non-material changes on our website. Once the new Policy is posted, the Policy will become effective after your continued use of the Services.

1. Definitions

- a. "**Anonymous information**" means information which does not relate to an identified or identifiable natural person or to personal data rendered anonymous in such a manner that the data subject is not or is no longer identifiable.
- b. "**Data controller**" is an entity that determines the purposes for which and the manner in which any PI is processed.
- c. "**Health data**" means personal data related to the physical or mental health of a natural person, including the provision of health care services, which reveal information about his or her health status.
- d. "**Personal information**" means any information relating to a natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that person.
- e. "**Service Provider**" or "**Processor**" means a natural or legal person, public authority, agency or other body which processes personal information on behalf of Insight Rx.
- f. "**Third party**" means a natural or legal person, public authority, agency or other body other than the data subject, controller, processor or subcontractor of the controller or processor.

2. Information We Collect

In relation to its Services, Insight Rx collects personal information as described below.

- a. **Account Information.** When using the Platform, we will require you to submit information which includes, but is not limited to your name, a unique username and password, and answers to security questions to assist in the recovery of a lost password.
- b. **Payment Information.** If and when you make an order through our Services, you will need to provide us with a credit card for payment, including billing information such as your billing address, phone number, and name on the payment card. A third-party service provider stores and processes this information securely and only for purposes of marking an order through our Services.
- c. **Self-Reported Information.** We collect information that you provide to us on the Site or Platform, such as by voluntarily completing web forms, subscribing to marketing communications, participating in surveys and polls, contacting us with questions or comments, or applying for job opportunities. We may also collect information from you offline, such as when you attend one of our events or contact our sales representatives. The information we collect may include contact information (such as your name, address, telephone number or email address), professional or employment information (such as your job title, department or job role), and contact preferences.
- d. **Health Information.** Insight Rx's Platform conducts precision medicine and clinical analytics, which may require users to input patients' personal information or health data. This information is used internally for the purposes of providing Services requested by the user. Insight Rx is required by law to take measures to protect the privacy and security of personal health information, and to comply with the terms and conditions of any applicable agreement.
- e. **Usage Information.** When visiting the Site, we automatically collect information about you and your computer or mobile device. For example, when visiting our Site, we log your IP address, computer operating system type, browser type, browser language, the website you visited before browsing to our Site, pages you viewed, how long you spent on a page, access times and information about your use of and actions on our Site. We may use various user tracking mechanisms that monitor your activities and use of the Platform and your responses to email communications from Insight Rx and others through the Platform. See our section on **Cookies** for more details.

3. How We Use Your Information

Insight Rx uses your information for the following purposes:

- a) **To provide you with the Services.** We use your personal information to provide you with the Services. For example, we use your account information to provide you with access to the Services, and we use your contact information to provide you with the information you request about the Services, including customer service. We also

process patient health data that you input into our systems to provide you with the clinical analytics and other features of our Platform.

- b) **To conduct research and development.** We use your information and the patient health data you input into our systems for research and development purposes. For example, we use such information to improve our current products and services and to develop new ones. In some circumstances, we may use certain information for research purposes, such as to develop new drug modules. We take additional security measures when processing information for such purposes, such as by de-identifying, pseudonymizing, or aggregating the information and/or limiting access to such information.
- c) **For service communications.** When you sign up for an account or otherwise interact with our Services, we may send you communications, including messages about your account, billing information, survey results, customer service responses, changes in our Services or policies, or other important notifications.
- d) **For marketing.** We may from time to time send you information about new products or services offerings or other products that may interest you, such as integrations with our partners. You may opt-out of receiving marketing communications in your account preferences, by clicking the “unsubscribe” link in your email, or by contacting us by email. Please note that you will continue to receive service communications.
- e) **To enforce our terms, agreements, and policies.** We use your information to ensure compliance with our terms, policies, and agreements with you or third parties. We actively monitor, investigate, prevent, and respond to any suspected or actual prohibited or illegal activities on our Services.
- f) **To comply with applicable laws and regulations.** We may be required to use your personal information under certain laws and regulations, such as tax laws, medical research obligations, or other applicable laws. We cannot provide the Services without processing such information.

4. How We Share Your Information

Insight Rx does not disclose Usage, Account, Payment, or Self-Reported Information except as provided below.

- a) **Service Providers.** We use third party service providers to perform certain functions on our behalf in connection with the Services, such as IT and security support, web hosting services, to assist with customer support, and to de-identify or dispose of your data. These third parties only have access to personal information to the extent necessary to assist us. We execute agreements with these third parties to ensure that they use adequate safeguards when handling personal information.
- b) **Business transfers.** We may disclose and transfer your personal information to a subsequent owner, co-owner, or operator of Insight Rx or the Services, or in connection with a merger, consolidation, restructuring, the sale of substantially all of our interests

and/or assets (i.e., a bankruptcy proceeding), or other corporate change. We will notify you with any choices you may have regarding your personal information when we are engaged in a merger, bankruptcy, or corporate reorganization.

- c) **Legal obligations.** We may share your personal information if it is reasonably necessary to comply with a valid legal process (e.g., subpoenas, warrants, court orders, etc.), or other requests or investigations by public authorities. We will, at our discretion, provide you with notice if we are compelled to disclose your PI to law enforcement, unless we are prohibited from doing so by public authorities or the law.
- d) **Safety.** We may disclose your personal information when we believe in good faith that disclosure is necessary to protect our rights or property or protect the safety of you or others.
- e) **Entities authorized by you.** With your authorization, we may transfer your personal information to any third party. Details of the transfer will be provided in the relevant authorization.

Insight Rx discloses or transfers patient health data to Platform users or other third parties as permitted or required under the applicable agreement and law.

5. Cookies

We use cookies and similar tracking technologies to collect information about your use of our Services. Cookies are small files, typically comprised of letters and numbers, that your computer or mobile device saves when you visit certain websites. When you return to the websites that save cookies on your device—or visit other websites that use the same cookies—the websites recognize such cookies and your browsing device.

- a) **How we use cookies.** Generally, we use first-party and third-party cookies for the following purposes:
 - To make our Services function properly;
 - To provide a secure browsing experience during your use of our Services;
 - To collect information about your use of our Services to help us analyze, improve, and optimize our Services; and
 - To remember your preferences for your convenience.
- b) **Types of cookies on our Services.** We use the following types of cookies on our Services:
 - **Strictly Necessary Cookies.** These cookies are essential because they enable you to navigate and use our Services. For example, strictly necessary cookies allow you to access secure areas on our Services. Without these cookies, some services cannot be provided. These cookies do not gather information about you for marketing purposes. This category of cookies is essential for our Services to work and they cannot be disabled.

- **Functional Cookies.** We use functional cookies to remember your choices so we can tailor our Services to provide you with enhanced features and personalized content. For example, these cookies can be used to remember your name or preferences on our Services. We do not use functional cookies to target you with online marketing. While these cookies can be disabled, this may result in less functionality during your use of our Services.
- **Performance or Analytic Cookies:** These cookies collect information about how you use our Services. For example, the cookies will collect information about the pages you view or click on while using our Services or if you get an error message from certain pages. We use the information collected by such cookies to improve and optimize our Services. We do not use these cookies to target you with online marketing. You can disable these cookies.

We use Google Analytics for performance and analytics tracking. We have enabled the following Google Analytics Advertising features: Remarketing, Google Display Network Impression Reporting, and Google Analytics Demographics and Interest Reporting. **Learn more about how Google collects and uses data [here](https://policies.google.com/technologies/partner-sites) (<https://policies.google.com/technologies/partner-sites>).**

- **Marketing Cookies:** These cookies allow us to deliver relevant marketing to you. They collect information about your interactions with our marketing activities (e.g., on the website or via emails) to determine what your interests and preferences are, and how effective such marketing campaigns are.

c) How long will cookies stay on my browsing device? Our retention periods for cookie information depend on whether the cookie is a “persistent” or “session” cookie. Each category of cookie listed above is either a session cookie or persistent cookie.

We use “persistent cookies” to save information about you for longer periods of time, while “session” cookies are typically deleted when you close your browser. Persistent cookies are stored for varied lengths of time depending on the purpose of the cookie collection and tool used. You can delete cookie data as described below.

d) How to manage cookies. Depending on whether you would like to manage a first-party or third-party cookie, you will need to take the steps noted below.

- **Insight Rx’s Cookies:** You can enable, disable, or delete cookies through the browser you are using to access our Services. To do this, follow the instructions provided by your browser (usually located within the “Help”, “Tools” or “Edit” settings). Please note, if you set your browser to disable cookies, you may not be able to access secure areas of our Services, and/or parts of the Services may not work properly for you. Many browser manufacturers provide helpful information about cookie management, including, but not limited to:

- [Google Chrome](#)

- (<https://support.google.com/chrome/answer/95647?hl=en-GB>)
- [Internet Explorer](#)
 - (<https://support.microsoft.com/en-us/kb/260971>)
- [Mozilla Firefox](#)
 - (<https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>)
- [Safari \(Desktop\)](#) or [Safari \(Mobile\)](#)
 - https://support.apple.com/kb/PH5042?locale=en_US
 - <https://support.apple.com/en-us/HT201265>
- [Android Browser](#)
 - <http://support.google.com/ics/nexus/bin/answer.py?hl=en&answer=2425067>
- [Opera](#)
 - <https://www.opera.com/help/tutorials/security/privacy/>

If you use a different browser than those listed above, please refer to your specific browser's documentation or go to <http://www.allaboutcookies.org/browsers/index.html> to learn more about different browsers. You can also find out more information about how to change your browser cookie settings at www.allaboutcookies.org.

- **Third-Party Cookies:** You can disable cookies from third parties by using your browser settings or, if available, directly opting-out of cookie collection with the third-party cookie service provider via their website. The third parties whose cookies we use on our Site include:
 - [Zendesk Chat](https://www.zendesk.com/company/customers-partners/#cookie-policy) (<https://www.zendesk.com/company/customers-partners/#cookie-policy>) is an optional live chat widget performing chat functions on our Site.
 - Google Analytics performs analytics and performance services on our Site. To opt out of Google Analytics Advertising Features please use [Google Ad Settings](#). (<https://www.google.com/settings/ads>). To opt out of Google Analytics entirely please use [this link](https://tools.google.com/dlpage/gaoptout) (<https://tools.google.com/dlpage/gaoptout>).

6. Security

Insight Rx uses reasonable, industry standard physical, organizational, and technological safeguards to protect your PI.

- a) **Physical measures** such as limiting access to physical space that houses the system/application and work spaces to authorized personnel, restricted areas are locked, the presence of visitors is recorded, and visitors are escorted. For example, when disposing of or anonymizing PI, Insight Rx will use appropriate security measures to ensure that PI is not inappropriately used.
- b) **Organizational measures** such as limiting workforce access to the minimum necessary to accomplish the intended purpose, and requiring subcontractors to provide

comparable security measures. For example, Insight Rx uses authentication procedures to maintain the security of your information and to protect user accounts, devices and systems from unauthorized access

- c) **Technological measures** such as the use of strict logical access controls, strong password controls, automatic log off, encryption, and firewalls. For example, health data is encrypted and stored on a secure portion of our servers that is accessible only by certain qualified employees and other designees of Insight Rx.

Insight Rx will, on a regular basis, review and update security policies and controls as technology changes to ensure the ongoing security. No method of electronic storage is 100% secure. Therefore, while Insight Rx strives to use commercially acceptable means to protect PI, Insight Rx cannot guarantee its absolute security.

7. Users Outside the U.S. and the Designated Countries

This section only applies to individuals who do not reside in the United States, the European Economic Area, Switzerland or United Kingdom. When you access or use our Services, your personal information may be processed in the United States or any other country in which we or our service providers maintain facilities. Such countries or jurisdictions may have data protection laws that are less protective than the laws of the jurisdiction in which you reside. If you do not want your information transferred to, processed, or maintained outside of the country or jurisdiction where you are located, you should immediately stop accessing or using the Services.

8. Retention

We generally retain your personal information for as long as necessary to fulfill the purposes of collection or to comply with applicable law. Otherwise we will try to delete your personal information when we no longer need it for the purposes it was originally collected or when you request that it be deleted. We will not delete any personal information that also relates to other individuals, unless such other individuals also wish to delete their personal information at the same time.

We recognize that retention requirements can vary between jurisdictions, but we generally apply the retention periods described below.

- **Usage and cookie data.** We collect information about your interactions with our Services and we may store such information for the establishment or defense of legal claims, audit, or fraud and/or crime prevention purposes. Any information collected via cookies is retained up to one year from expiry of the cookie or the date of collection.
- **Marketing data and communications.** Any contact information you provide to us for marketing purposes, such as your name, email address, and phone number, is retained on an ongoing basis until you unsubscribe from our marketing communications.

Thereafter, we will add your contact information to our do-not-contact list to respect your unsubscribe request.

9. Children's Information

Our Services are designed and intended for use by adults. We do not intentionally gather personal information about persons who are under the age of 18. If you are under 18, please do not register an account on the Services or otherwise provide any personal information to the Services. If you believe that we might have any information from a child under 18, please contact us immediately.

10. Third Party Links on Our Services

You may find links to other websites, third party applications, and widgets on our Services that we do not own or control ("Third Party Links"). Insight Rx is not responsible for the content on Third Party Links, nor do we endorse or review the privacy practices of such websites. Please read the privacy policies of such Third Party Links to understand how your personal information will be handled before using their websites or services.

11. Do Not Track

Some web browsers may transmit "do-not-track" signals to the websites with which the user communicates. Because of differences in how web browsers incorporate and activate this feature, it is not always clear whether users intend for these signals to be transmitted, or whether they even are aware of them. We currently do not change our tracking practices (which are explained in more detail directly above) in response to "Do-Not-Track" (DNT) settings in your web browser.

12. California Privacy Rights

If you are a California resident, you have the right to request information from us regarding whether we share certain categories of your personal information with third parties for the third parties' direct marketing purposes. California law provides that you have the right to submit a request to us at our designated address and receive the following information: (a) the categories of information we disclosed to third parties for the third parties' direct marketing purposes during the preceding calendar year; and (b) the names and addresses of third parties that received such information, or if the nature of their business cannot be determined from the name, then examples of the products or services marketed.

You are entitled to receive a copy of this information in a standardized format and the information will not be specific to you individually. You may make such a request by emailing support@insight-rx.com.

13. Notice for Individuals Located in the EEA, UK, or Switzerland

This section applies to individuals using or accessing our Services while located in the European Economic Area, the United Kingdom, or Switzerland (collectively, the “Designated Countries”) at the time of data collection.

We may ask you to identify which country you are located when you use or access some of the Services, or we may rely on your IP address to identify which country you are located in. When we rely on your IP address, we cannot apply the terms of this section to any individual that masks or otherwise hides their location information from us so as not to appear located in the Designated Countries. If any terms in this section conflict with other terms contained in this Policy, the terms in this section shall apply to individuals in the Designated Countries.

- a) **Our relationship to you.** Insight Rx is a data controller in relation to the personal information collected from individuals accessing or using our Site. We act as a Processor with regard to personal information of our customer’s end users that is processed as part of Services rendered pursuant to a contract with our customers, and our customers are the controllers in accordance with the EU’s General Data Protection Regulation (“GDPR”). We are not in a direct relationship with our customers’ end users.
- b) **Marketing.** If you are in the Designated Countries, we will only contact you by electronic means (including email or SMS) based on our legitimate interests, as permitted by applicable law or your consent. If you do not want us to use your personal information in this way, please click the unsubscribe link at the bottom of any of our email messages to you or contact us at support@insight-rx.com. You can object to direct marketing at any time and free of charge.
- c) **Legal bases for processing your PI when Insight Rx is the Controller.** We rely on the following legal bases under the GDPR in processing your personal information:
 - To perform a contract. For example, we may need your information to fulfill our obligations of providing the Platform to you under the terms relevant to the Services you have acquired.
 - Legitimate interest. For example, to provide and maintain the Site to you, to maintain the security of the Services, and to attract new customers to maintain demand for the Services, all of which are described in the “How We Use Your Information” section above.
 - Legal obligation or vital interest. In some cases, we may have a legal obligation to process your personal information to comply with relevant laws, or processing is necessary to protect your vital interests or those of another person. For example, processing payroll and tax information to comply with relevant employment and tax legislation, or obtaining health-related information during a medical emergency.

- d) **Individual rights.** Individuals located in Designated Countries have the rights listed below in relation to the personal information provided to us. We may limit your individual rights requests: (i) where denial of access is required or authorized by law; (ii) when granting access would have a negative impact on other's privacy; (iii) to protect our rights and properties; or (iv) where the request is frivolous or unrealistic.
- You can request access or deletion of your personal information.
 - You can correct or update your personal information.
 - Under certain circumstances you can object to processing of your personal information, ask us to restrict processing of your personal information or request portability of your personal information.
 - If we process your personal information subject to your consent, you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of the processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.
 - You have the right not to be subject to a decision based solely on automated processing of your personal information, including profiling, which produces legal or similarly significant effects on you, save for the exceptions applicable under relevant data protection laws.

If you would like to exercise your rights under applicable law where Insight Rx is acting as the Controller (for example, for Usage Information collected on or Site), please contact us at support@insight-rx.com. If we have processed your personal information as a Processor in conjunction with our Services, you must contact the Controller to exercise your individual rights under the GDPR, and you should refer to the controller's privacy policy for more information regarding asserting your rights.

If you believe we have infringed or violated your privacy rights, please contact our Data Protection Officer at support@insight-rx.com so that we may resolve your dispute directly. We will investigate and attempt to resolve complaints regarding use and disclosure of personal information by reference to the principles contained in this Policy.

Insight Rx's commitment to the EU-U.S. and Swiss-U.S. Privacy Shield Frameworks entitles you to lodge a complaint via our Privacy Shield independent dispute resolution mechanism. To send your privacy complaints under the Privacy Shield Principles, you may file a claim by visiting the website at <https://www.jamsadr.com/eu-us-privacy-shield>. Under limited circumstances, EU, EEA and Swiss individuals with residual privacy complaints may invoke a binding arbitration option before the Privacy Shield Panel.

You also have a right to lodge a complaint with a competent supervisory authority situated in a Member State of your habitual residence, place of work, or place of alleged infringement. You can find the relevant supervisory authority name and contact details

here: https://ec.europa.eu/info/law/law-topic/data-protection/reform/what-are-data-protection-authorities-dpas_en.

- e) **International Transfers - Privacy Shield.** Insight Rx participates in and has certified its compliance with both the EU-U.S. and Swiss-U.S. Privacy Shield Frameworks as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of PI transferred from the EEA, UK, and Switzerland to the United States, respectively. Insight Rx is committed to subjecting all personal information received from the EEA, UK, and Switzerland, in reliance on the Privacy Shield Frameworks, to the Framework's applicable Principles. If there is any conflict between the terms in this Privacy Policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view our certification, please visit the U.S. Department of Commerce's Privacy Shield List at <https://www.privacyshield.gov/list>.

Insight Rx is responsible for the processing of the personal information it receives, under the Privacy Shield Frameworks, or subsequently transfers to a third party acting as an agent on its behalf. Insight Rx complies with the Privacy Shield Principles for all onward transfers of PI from the EEA, UK, and Switzerland to the United States, including the onward transfer liability provisions.

Insight Rx commits to resolve complaints about the processing of EEA, UK or Switzerland data subjects' personal information in compliance with the Privacy Shield Principles. Individuals with inquiries or complaints regarding this Privacy Policy should first contact Insight Rx at support@insight-rx.com.

If you have an unresolved complaint or dispute arising under the requirements of Privacy Shield, we agree to refer your complaint under the Framework to an independent dispute resolution mechanism. Our independent dispute resolution mechanism is JAMS. For more information and to file a complaint, you may contact JAMS or file a claim by visiting the website at <https://www.jamsadr.com/eu-us-privacy-shield>.

If your Privacy Shield complaint cannot be resolved through the above channels, under certain conditions, you may invoke binding arbitration for some residual claims not resolved by other redress mechanisms. See Privacy Shield Annex 1 at <https://www.privacyshield.gov/article?id=ANNEX-I-introduction>.

With respect to personal information received or transferred pursuant to the Privacy Shield Frameworks, Insight Rx is subject to the regulatory enforcement powers of the U.S. Federal Trade Commission. In certain situations, Insight Rx may be required to disclose personal information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

14. Contact Information

If you have any questions or comments about our Privacy Policy, please contact us by email support@insight-rx.com, or at Insight Rx, Inc., 548 Market St. #88083, San Francisco, California 94104.