

MyMeds® PRIVACY POLICY

Effective Date: February 1, 2020

INTRODUCTION

This Privacy Policy (“**Privacy Policy**”) describes the data protection practices of MyMeds.COM LLC (referred to as “**MyMeds**,” “**we**,” “**our**,” or “**us**”). This Privacy Policy also describes the data protection practices when you visit our website atmyedmeds.com(our “**Website**”), use any affiliated mobile applications (the “**Apps**”), or otherwise provide data to MyMeds. We refer to the Website, Apps, and other services provided by MyMeds as the “**Services**.” This Privacy Policy is incorporated into our **Terms of Use**. All capitalized terms used in this Privacy Policy but not defined herein have the meanings assigned to them in our Terms of Use.

YOU SHOULD READ THIS PRIVACY POLICY CAREFULLY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, YOU ARE NOT AUTHORIZED OR PERMITTED TO USE THE SERVICES.

THE INFORMATION WE COLLECT

We obtain information about you as described below when you use the Services. If you do not provide certain information, you may no longer be able to access or use part or all of our Services.

1. Information You Provide

We collect a variety of information that you provide directly to us when you create your account, request Services, submit questions or feedback, request customer support and upload or post to the Services. The specific information you provide may include:

- Name, address, telephone number, date of birth, gender, and email address
- Information about your medical conditions, treatment options, physician referrals, prescriptions, and lab results or other health information
- Log-in credentials, billing information, such as shipping address, credit or debit card number, verification number, expiration date, and identity verification information
- If you participate in any survey, you may provide certain personal data as part of your response, unless you respond anonymously.

2. Information Via Automated Means

We collect information about your use of the Services and the devices you use to access the Services. This information generally includes:

Usage of Information. We collect information about your interactions with the Platform, including the pages that you visit and links you click on, streaming, offline listening or downloading tracks, uploading or recording tracks, connecting your Facebook or Google account, sharing a Sound with another user, following or unfollowing another user, posting a comment, performing a search, the time, frequency and duration of your visits to the Platform,

and whether you interact with email messages, for example, if you opened, clicked on, or forwarded the email message.

Log Data. We automatically collect log information when you use the Platform, even if you have not registered for an account or logged in. That information includes, among other things: details about how you've used the Platform (including links to third party sites or services), Internet Protocol (IP) address, access times, your browser type and operating system, device information, device event information (e.g., crashes, browser type), and the page you've viewed or engaged with before or after using the Platform.

Our Website. When you use our Website, we collect and analyze information such as your IP address, browser types, state or country from which you accessed the Services, type, the number of clicks, files you download, pages viewed, the amount of time spent on particular pages and other information on your use of our Website.

Location Information. When you use the Services, we collect general location information (e.g., IP address, city/state and or postal code associated with an IP address) from your computer or mobile device.

Device Information. We collect information from and about the devices you use, including how you interact with the Platform and information about the device itself, such as the hardware model, operating system, IP addresses, cookie information, device settings, mobile device and advertising identifiers, apps installed, browser type, language, battery level and time zone. Apple's iOS Advertising Identifier (IDFA) and Google's Android Advertising ID are examples of device identifiers. This information allows us to recognize and associate your activity, and provide personalized content and advertising, consistently across all of your devices.

Our Use of Cookies/Technology and Social Media and Other Sources. We and our service providers may use various technologies to collect information from you including web server logs, cookies, tags, SDKs, tracking pixels, and other similar tracking technologies. When you "like" or "follow" us on Facebook, Instagram, Twitter, or other social media sites, we may collect information about you. The third parties with whom we partner may also provide us with information about you. For example, the physicians and pharmacies with whom we partner to provide you with the Services and contractors in technical, advertising networks, analytics providers, and search information providers.

HOW WE USE YOUR INFORMATION

We may use your information for any business purposes including to:

- Provide the Services
- Communicate with you and with health care providers and pharmacies about the Services
- Communicate with you about technical support and customer service, surveys, promotions, special events or our products and Services and those of affiliates and third-party contractors

- If you purchase Services, your name, address and payment verification information will be used to collect your payment. All payment verification information is transmitted using industry-standard encryption. We contract with a third-party payment processor to process all credit card payments.
- Evaluate and improve the advertising and information provided to you
- We may aggregate and/or de-identify any information collected so that such information can no longer be linked to you or your device (“Aggregate/De-Identified Information”). We may use Aggregate/De-Identified Information for any purpose, including for research and marketing purposes, and may also share such data with any third parties, including advertisers, promotional partners, and sponsors.
- We may use third-party web analytics services (such as those of Google Analytics) to collect and analyze usage information; engage in auditing, research, or reporting; assist with fraud prevention; and try to locate the same unique users across multiple browsers or devices.
- We may use third-party advertising technologies (such as Facebook, Google Ad Words, Criteo and others) that use cookies and other technologies to deliver content and advertising for the Services, as well as on other websites you visit and other applications you use. We may provide our customer information (such as email addresses) to service providers, who may “match” this information in de-identified form to cookies (or mobile ad identifiers) and other proprietary IDs.

HOW WE SHARE AND DISCLOSE YOUR INFORMATION

We may share your information for our business purposes in the following ways:

- ***Affiliates and Contractors.*** We share information we collect with our affiliates and contractors on a need to know basis.
- ***Health Care Providers.*** We share your information with our contracted health care providers to schedule appointments and coordinate the Services and for treatment, payment or health care operations purposes, including pharmacy services.
- ***Contractors.*** We share your information with third parties who use the information to perform services on our behalf. They provide a variety of services to us, including but not limited to: billing, sales, marketing, advertising, analytics, research, customer service, shipping and fulfillment, data storage, IT security, fraud prevention, payment processing, auditing, and legal services. These entities may also include health care organizations and/or provider.
- ***Rights of MyMeds.*** By using the Services, you acknowledge and agree that we may access, retain and disclose the information we collect and maintain about you if required to do so by law or in a good faith belief that such access, retention or disclosure is reasonably necessary to: (a) comply with legal process (e.g. a subpoena or court order); (b) enforce our Terms of Use, this Privacy Policy, or other contracts with you, including

investigation of potential violations thereof; (c) respond to claims that any content violates the rights of third parties; and/or (d) protect the rights, property or personal safety of MyMeds, its agents and affiliates, its users and/or the public.

- ***Business Transfers.*** We may merge or partner with other companies and your information may be disclosed or transferred as a result.
- ***Public Forums.*** Any information that you submit through public forums is not confidential, and we may use it for any purpose (including in testimonials or other marketing materials). For example, if you submit a product review on our Website.
- ***Aggregate/De-Identified Information.*** We reserve the right to create Aggregate/De-Identified Data from the information we collect through the Services and our sharing of such Aggregate/De-Identified Data is in our discretion.

PROTECTED HEALTH INFORMATION (PHI)

MyMeds is not a healthcare provider or covered entity as defined in the Health Insurance Portability and Accountability Act of 1996 (HIPAA), Public Law 104-191, as amended. Instead, MyMeds is a Business Associate (as defined under HIPAA) and is required to appropriately safeguard all protected health information (PHI).

MyMeds has a Business Associate Agreement with InovaHealth, LLC dba Inova Script pursuant to which MyMeds must ensure that your PHI is protected in compliance with HIPAA and in compliance with the **Privacy Policy** of InovaHealth LLC dba InovaScript. Please carefully read this Inova **Privacy Policy**[\[add link\]](#).

YOUR INSTRUCTIONS

You may instruct us not to use your contact information to contact you by email, postal mail, or phone by contacting us using the contact information below. However, regardless of your request, we may still use and share certain information as permitted by this Privacy Policy or as required by applicable law.

THIRD PARTY SERVICES

You understand that we are not responsible for the privacy, information, or other practices, including data privacy and security process of our contractors or any third parties, including without limitation the physicians and other health care providers using the Services or any third party mobile application, website, or service to which our Services may contain a link. We have no control over the privacy practices of these third parties.

TRANSMISSION OF YOUR INFORMATION IS AT YOUR RISK

We use our best efforts to protect your information against accidental or unlawful loss, alteration, unauthorized disclosure or access. However, no method of transmission over the Internet, and no means of electronic or physical storage, is absolutely secure. As such, you agree and accept that we cannot guarantee the security of your information transmitted to or on our Website or Services and that any such transmission is at your own risk.

REVISIONS TO OUR PRIVACY POLICY

We reserve the right to change this Privacy Policy at any time. The date this Privacy Policy was last revised is identified as the Effective Date at the beginning of this Privacy Policy. You must read the Privacy Policy each time you access the Site and use the Service. You agree to the Privacy Policy as in effect on the Effective Date by your use of the Site or Services on or after the Effective Date.

CONTACTING US

If you have any questions about our privacy practices, please contact us at:

care@myedmeds.com