

Privacy Policy

ACCARENT understands how important the privacy of personal information is to our users. This Privacy Policy will tell you what information we collect about you and about your use of ACCARENT and its services. It will explain the choices you have about how your personal information is used and how we protect that information. We urge you to read this Privacy Policy carefully.

This Privacy Policy applies to website(s), mobile applications and other distribution channels owned and operated by ACCARENT (collectively, the "Site") that are intended for use by consumers, service providers and payers. References to "ACCARENT" mean ACCARENT LLC and any parent, subsidiary or affiliate of ACCARENT LLC.

Information Collected About You

Personal Information

If you choose to register or update an existing member profile with ACCARENT or access certain functionality on the ACCARENT Site, you may be required to submit Personal Information. "Personal Information" means information that we can use to identify or contact you, such as your name, address, telephone number or email address. Some of our services may request you to submit health information, which would also be considered Personal Information. You are responsible for ensuring the accuracy of the Personal Information that you submit to ACCARENT. Inaccurate information will affect your experience when using the ACCARENT Site and services and our ability to contact you as described in this Privacy Policy.

Registration

Access to some ACCARENT services may be limited to users who have registered. Some of our services do not require retention of your Personal Information, while others store your Personal Information in accordance with this Privacy Policy. You may also be asked to provide authorization for uses of Personal Information in addition to what is in this Privacy Policy when you use certain services, such as providing Personal Information to a provider or payer or to a sponsor of the service. ACCARENT will not make any use of your Personal Information beyond the permitted uses in this Privacy Policy unless you provide such additional consent in connection with the specific service at the time you submit Personal Information in order to use the service.

Newsletters & Emails to You

At registration and at various times as you use the ACCARENT Site, you will be given the option of providing us with Personal Information in order to receive recurring informational/alerts/promotional newsletters – such as a newsletters relating to a specific health condition – via email from ACCARENT and/or directly from third parties.

When you sign up for our email newsletters on the ACCARENT Site or at any time, you can choose to opt out of receiving additional promotional newsletters from ACCARENT or our affiliate centers.

You can unsubscribe from a newsletter by:

- Following the directions included at the bottom of the newsletter and using the “Unsubscribe” link found in the emails.
- Logging in to the ACCARENT Site and un-checking the newsletters you no longer wish to receive under the “My Profile” section.

Emails You Send to ACCARENT

This Privacy Policy does not apply to information, content, business information, ideas, concepts or inventions that you send to ACCARENT by email. If you want to keep content or business information, ideas, concepts or inventions private or proprietary, do not send them in an email to ACCARENT.

Non-Personal Information

Even if you do not register with or provide any Personal Information to ACCARENT, we collect Non-Personal Information about your use of the ACCARENT Site. “Non-Personal Information” means information that does not specifically identify an individual person. We may also acquire Non-Personal Information about our users from external sources. While you may use some of the functionality of ACCARENT without registration, many of the specific services on the ACCARENT Site require that you register with ACCARENT.

In addition, we collect device-specific information such as the mobile device model number and operating system version used by you in connection with ACCARENT. We may collect and store certain information to enable us to enhance future versions of the application. This information may include the dates and times you access or use the services, device event analytics such as application crashes, and hardware settings.

How Information Collected About You Is Used

Information collected by ACCARENT about you is used by ACCARENT to:

- administer your account and our Sites,
- provide you with access to particular services,
- respond to your inquiries you send to us and to send you administrative communications about the ACCARENT Site or services,
- obtain your feedback about the ACCARENT Site or our offerings,
- statistically analyze trends and user behavior and activity including how frequently areas of the site are visited and how many emails are received and opened,
- conduct research and measurement activities, including as described below,
- send you personalized emails or secure electronic messages pertaining to your health interests, including news, announcements, alerts, and opportunities from ACCARENT ; or
- Send you relevant offers and informational materials on behalf of our parent, subsidiaries, service partners and affiliate centers pertaining to your health interests.

ACCARENT may combine Personal Information and Non-Personal Information collected by ACCARENT about you, and may combine this information with information from external sources.

We also use Cookies in order to enable us to conduct surveys for our own use and on behalf of our advertisers. These Cookies are used to determine whether you have seen certain content or advertising so that we may request your opinions. We may also use Cookies to authenticate respondents or to help you pick up where you left off in a survey. If you have Cookies disabled you may not be able to participate in some surveys.

Research and Measurement Activities

Information that ACCARENT collects about you, may be combined by ACCARENT with other information available to ACCARENT, through third parties for research and measurement purposes, including measuring the effectiveness of content, advertising or programs. This information from other sources may include age, gender, demographic, geographic, personal interests, product purchase activity or other information. We may report aggregate information, which is not able to be identified back to an individual user of the ACCARENT Site, to our current or prospective advertisers and other business partners. We do not sell or share any Personal Information with any third parties, except that contractors performing services on our behalf may be provided access to Personal Information when performing these services. These contractors agree not to use this information for any purpose other than performing services on our behalf.

With Whom Do We Share Your Information?

Except as described in this Privacy Policy or as specifically agreed to by you, ACCARENT will not disclose any Personal Information it gathers from you through the ACCARENT Site. We may only release Personal Information to third parties: (1) to comply with legal requirements such as a law, regulation, search warrant, subpoena or court order; (2) when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request; or (3) in special cases, such as in response to a physical threat to you or others, to protect property or defend or assert legal rights. In addition, we may disclose Personal Information as described below. We may share Non-Personal Information that we have about you, including about your browsing activity on ACCARENT, with third party advertising service providers who may use this information, on our behalf, to help ACCARENT deliver advertising on the ACCARENT Site as well as on other sites on the Internet. We may share Personal Information with service providers and payers in connection with services you select and with other third parties engaged in fulfillment of the services. We may also share Personal Information with our parent company, subsidiaries and affiliated entities.

In the event of a corporate change in control resulting from, for example, a sale to, or merger with, another entity or in the event of a sale of assets or a bankruptcy, ACCARENT reserves the right to transfer your Personal Information and Non-Personal Information to the new party in control or the party acquiring assets.

Disclosures to ACCARENT Contractors

ACCARENT contractors sometimes have limited access to your Personal and Non-Personal Information in the course of providing services to ACCARENT. These contractors include vendors and suppliers that provide us with technology, services, data analysis, research, advertising and marketing assistance and/or content in connection with our operation and maintenance of the ACCARENT Site. We contractually require that our contractors: 1) protect the privacy of your Personal and Non-Personal

Information consistent with this Privacy Policy and 2) not use or disclose your Personal or Non-Personal Information for any purpose other than providing the limited service or function for ACCARENT .

How Do We Secure and Retain Your Information?

We take reasonable security measures to protect the security of your Personal Information. Despite ACCARENT's efforts to protect your Personal Information, there is always some risk that an unauthorized third party may find a way around our security systems or that transmissions of your information over the Internet may be intercepted.

The security of your Personal Information is important to us. When you enter Personal Information (including personal health information in various tools on our Site), we encrypt the transmission of that information or use SSL connections (Secure Socket Layer) technology.

We will retain your Personal Information as long as your account is active or needed to provide you services. At any time you can remove your Personal Information or instruct us to remove it, but you should be aware that it is not technologically possible to remove each and every record of the information you have provided to ACCARENT from our servers. ACCARENT utilizes tools that collect and store Personal Information allow you to correct, update or review information you have submitted by going back to the specific tool, logging-in and making the desired changes. We will also retain your Personal Information as necessary to comply with legal obligations, resolve disputes and enforce our agreements.

Cookies and Web Beacons

As is true of most websites, we gather certain information through your use of our Site. This information may include Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, the files viewed on our site (e.g., HTML pages, graphics, etc.), operating system, date/time stamp, and/or clickstream data.

"Cookies" are small data files that are stored on the hard drive of the computer you use to view a web site. Every computer that accesses the ACCARENT Site is assigned a different Cookie by ACCARENT.

"Web Beacons" are graphic image files imbedded in a web page typically used to monitor activity on a web page and send back to its home server (which can belong to the host site, a network advertiser or some other third party) information from your browser, such as the IP address, the URL of the page on which the Web Beacon is located, the type of browser that is accessing the site and the ID number of any Cookies on your computer previously placed by that server.

Third parties under contract with ACCARENT may use Cookies or Web Beacons to collect Non-Personal Information about your usage of the ACCARENT Site, including which health topics you have viewed. These third party advertising service providers may use this information to help ACCARENT deliver advertising on the ACCARENT Site as well as on other sites on the Internet based on your browsing activity on our sites. ACCARENT may further tailor the advertising on ACCARENT and these third party sites based on additional Non-Personal Information to the extent known by ACCARENT or these third parties. In addition to using the Non-Personal Information it collects performing services for ACCARENT third parties may also use information that it collects as described in its privacy policy.

Non-Personal Information Collected by Third Parties Not Acting on ACCARENT'S Behalf

Sponsors or advertisers on the ACCARENT Site may use their own Cookies, Web Beacons or other online tracking technologies in the banner advertisements and sponsored links and on the pages ("Brand Pages") on the ACCARENT Site that consist solely of advertisements or other content from our advertisers. This advertiser content may also be served in emails, special promotions or newsletters we send you. Their advertisements may be displayed on the ACCARENT Site or on other sites that you visit after you visit the ACCARENT Site. Some advertisers use companies other than ACCARENT to serve their ads and to monitor users' responses to ads, and these ad servers may also collect Non-Personal Information through the use of Cookies or Web Beacons on the ACCARENT Site.

While we generally permit the use of these third party cookies on the assumption that they comply with our Privacy Policy and we assist our advertisers with the placement of cookies or beacons on Brand Pages, we do not control how third parties use Cookies or Web Beacons or how they manage the Non-Personal Information they gather through the use of these technologies on the ACCARENT Site and we may be unable to verify compliance with our Privacy Policy.

Updating/Removing Your Personal Information

If you do not want your Personal Information used by ACCARENT as provided in this Privacy Policy, you should not register as a member or for any specific service or application that collects Personal Information. You can correct, update or review Personal Information you have previously submitted by going back to the specific service or application, logging-in and making the desired change. You can also update any Personal Information you have submitted by contacting us using the contact information listed below.

If you have registered and desire to delete any of your Personal Information you have provided to us from our systems please contact us using the contact information listed below. Upon your request, we will delete your Personal Information from our active databases and where feasible from our back-up media. You should be aware that it is not technologically possible to remove each and every record of the information you have provided to the ACCARENT Site from our servers.

Most browser software can be set to reject Cookies. Most browsers offer instructions on how to reset the browser to reject Cookies in the "Help" section of the toolbar. If you reject our Cookies, certain of the functions and conveniences of the ACCARENT Site may not work properly but you do not have to accept our Cookies in order to productively use the ACCARENT Site.

Disclosures to Third Party Web Sites

Certain content, services and advertisements offered to you through the ACCARENT Site are served on, or contain links to, web sites hosted and operated by a company other than ACCARENT ("Third Party Websites"). ACCARENT does not disclose your Personal Information to these Third Party Websites without your consent, but you should be aware that any information you disclose to the other web sites once you access these other web sites is not subject to this Privacy Policy. ACCARENT does not endorse and is not responsible for the privacy practices of these Third Party Websites. You should review the

privacy policy posted on the Third Party Website to understand how that Third Party Website collects and uses your Personal Information. ACCARENT makes an effort to make it obvious to you when you leave our Site and enter a Third Party Website, either by requiring you to click on a link or by notifying you on the Site before you visit the Third Party Website. In addition, if you see a phrase such as "Powered by" or "in association with" followed by the name of a company other than ACCARENT, then you are on a website hosted by a company other than ACCARENT.

Contacting ACCARENT about Your Personal Information or Privacy

Please send us an email by using the Contact Us link at the bottom of every page of our site if you have any questions about this Privacy Policy or the Personal Information we maintain about you.

You can also contact ACCARENT's Privacy Office at:

ACCARENT, 4 North Park Drive, Suite 104, Hunt Valley, Maryland 21030, Attn: Privacy

410-771-0692

Children

ACCARENT does sell services for children, but it sells them to adults, who can purchase through their health plan or with a permitted payment method. The Site is not targeted toward or intended for use by anyone under the age of 18 (although certain services purchased by adults are intended or permitted for use by children).

Your California Privacy Rights.

In addition to the other rights described in this Privacy Policy, California law permits residents of California to request certain details about how their information is shared with third parties for direct marketing purposes. Under the law, a business must either provide this information or permit California residents to opt in to, or opt out of, this type of sharing. You have the right to submit a request to ACCARENT and receive the following information within 30 days of its receipt of that request: (1) the types of personal information disclosed to third parties during the immediately preceding calendar year, (2) the names and addresses of third parties that received the personal information, and (3) if the nature of a third party's business cannot be reasonably determined from the third party's name, examples of its products or services. You are entitled to receive a copy of this information in a standardized format. Information provided will not be specific to you individually. All such requests must be in writing and sent to us at ACCARENT, 4 North Park Drive, Suite 104, Hunt Valley, Maryland 21030, and Attn: Privacy. ACCARENT permits California residents to opt out of having their information shared with third parties for direct marketing purposes. If you are a California resident, you may request this information once per calendar year by writing to us at ACCARENT, 4 North Park Drive, Suite 104, Hunt Valley, Maryland 21030, and Attn: Privacy

International Users

Our operations are conducted within the United States. If you access the Site from outside the United States, your connection may be through and to servers located in your country or the United States. Any PII provided may be processed and maintained in the United States on servers and/or other network systems operated by or for our benefit. Regardless of where you live, you consent to have PII (Personal Identifiable Information)) transferred, processed and stored in the United States, and allow ACCARENTS to use and collect your personal information in accordance with this Privacy Policy. IF THE JURISDICTION IN WHICH YOU ARE LOCATED OR YOUR COUNTRY OF ORIGIN HAS LAWS OR REGULATIONS WHICH REQUIRE THAT PII BE RECEIVED USED, SAVED, TRANSFERRED AND/OR OTHERWISE HANDLED IN A MANNER DIFFERENT THAN AS STATED IN THIS PRIVACY POLICY, THEN YOU ARE NOT AUTHORIZED TO ACCESS OR UTILIZE THE SITE. IF YOU ACCESS OR USE THE SITE FROM AND/OR RESIDE OUTSIDE OF THE UNITED STATES, INFORMATION MAY BE STORED, TRANSMITTED AND SHARED IN ACCORDANCE WITH U.S. DATA PRIVACY LAWS WHICH MAY NOT BE EQUIVALENT TO THOSE IN EFFECT IN YOUR COUNTRY. YOU EXPRESSLY AGREE THAT YOU DO NOT HAVE ANY EXPECTATION OF GREATER PRIVACY RIGHTS THAN THOSE TO WHICH YOU HAVE EXPRESSLY AGREED AS STATED IN THIS PRIVACY POLICY.

Changes to This Privacy Policy

We reserve the right to change or modify this Privacy Policy or any of our tools or services at any time, including as required to comply with changes in applicable laws or regulations and any changes will be effective upon being posted unless we advise otherwise. If we make any material changes to this policy we will notify you by email (sent to the email address specified when you register) and/or by means of a notice on this Site prior to the change becoming effective. We encourage you to periodically review this Site for the latest information on our privacy practices. If you do not accept the terms of this Privacy Policy, we ask that you do not register with us and that you do not use the ACCARENT Site. Please exit the ACCARENT Site immediately if you do not agree to the terms of this Privacy Policy.