

Keriton, Inc. Privacy Policy

Last updated: July 15, 2022

Thank you for using Keriton. We are committed to protecting your privacy and, for that reason, we have adopted this Privacy Policy to memorialize our data collection and disclosure practices for the Keriton mobile app, cloud-backed desktop application and website, and their related tools and services (collectively, the “Services”). The Services are owned and operated by Keriton, Inc., a Delaware corporation (“we”, “us” or “our”). This Privacy Policy applies to information collected through the Services, as well as other information provided to us online or offline by customers or users of our Services; however, it does not apply to information collected from our employees, contractors or vendors.

This Privacy Policy describes, among other things:

- Personal and other information we collect about you
- How we use your information
- How we may share your information with third parties
- Your choices regarding the personal information we collect about you

1. Consent

By using the Services, you consent to this Privacy Policy. If you do not agree with this Privacy Policy, please do not use the Services or Keriton. You agree that all transactions relating to the Services or Keriton are deemed to occur in the United States, where our servers are located. Additionally, if you are the parent of a minor child whose information will be stored by Keriton, you are agreeing to this Privacy Policy on their behalf.

2. Collection of Your Personal and Other Information

When you use our Services, we collect Personal Information. By “Personal Information” we mean information that can identify an individual, such as:

- Names
- Personal or business addresses
- Email addresses
- Phone numbers
- Certain specific medical information related to you and/or your baby, and
- Information contained in any image, photograph or profile you choose to submit to us.

You may always choose not to provide Personal Information, but this may prevent you from receiving certain Services.

We also collect non-Personal Information, that is, information that does not personally identify an individual. The non-Personal Information we collect includes how you interact with the Services, information generally collected or “logged” by Internet websites or Internet services when accessed or used by users, and information about your web browser or device accessing or using the Services.

Examples of the non-Personal Information we collect are:

- Your Internet Protocol (IP address),
- Information about your operating system and browser, such as its maker or version
- The pages of our website that you viewed during a visit or the features of the app you use
- What information or content you view, hover over or click on
- The referring web page
- Language preferences
- The city and state in which you are located (but not your precise geographic location), and
- Unique Identifiers, meaning arbitrary codes or series of characters we create to identify unique users without Personal Information.

We will not use non-Personal Information to try to identify you, and if we associate any non-Personal Information with information that personally identifies you, then we will treat it as Personal Information. As discussed in more detail below, we sometimes use cookies and other automatic information gathering technologies to gather non-Personal Information.

Information collected by the Services may be collected by us or one of our service providers, but in either case, this Privacy Policy will govern the collection, and use of the information.

3. Use of Your Information

We use the information we collect to:

- Assist us in providing the Services
- Set up accounts
- Improve online operations
- Provide customer service
- Provide you with communications or services which you have signed up for or otherwise agreed to receive
- Send account- or transaction-related communications, such as welcome letters or notifications
- Perform research and analysis aimed at improving our products and services, including by creating aggregated de-identified datasets, and
- Manage our systems.

We will only use your Personal Information in the way we specified when it was collected (including as described in this Privacy Policy).

4. Disclosure of Your Information

We will not disclose your Personal Information to third parties except as described below. We also will not sell or disclose your Personal Information to third parties for their own marketing purposes unless you have explicitly and affirmatively granted us permission to do so.

We will disclose Personal Information to provide the Services, which will be apparent when you use or access the Services; for example, your healthcare provider will have access to

the Personal Information that is collected through our Services or, if you work for one of our healthcare provider clients, your employer will have access to your Personal Information. We may also disclose Personal Information to companies, agents, contractors, service providers or others engaged to perform functions on our behalf (such as provision of data storage, hosting of our website, conducting audits, and performing web analytics).

Additionally, we may use your Personal Information in the creation of aggregated datasets, provided that the datasets do not identify you or your minor child. We may use such datasets for research and to validate and improve our products, and publish the results of such research.

Furthermore, our collection, use and disclosure of your Personal Information may be governed by written agreements we have with your healthcare provider and by applicable laws, including the Healthcare Insurance Portability and Accountability Act, as amended (collectively, "Privacy Restrictions"). Nothing in this Privacy Policy is intended to grant us additional rights to collect, use and disclose your Personal Information beyond what is permitted by applicable Privacy Restrictions. In other words, if anything in this Privacy Policy should conflict with Privacy Restrictions which provide you with greater rights and protections with respect to your information, we will follow the Privacy Restrictions.

Subject to applicable Privacy Restrictions, we may also disclose your Personal Information to third parties when we believe, in good faith and in our sole discretion, that such disclosure is reasonably necessary to (a) enforce or apply the terms and conditions of the Services, including investigation of potential violations thereof, (b) comply with legal or regulatory requirements or an enforceable governmental request, (c) protect the rights, property or safety of us, our users or other third parties, (d) prevent a crime or protect national security, or (e) detect, prevent or otherwise address fraud, security or technical issues.

Finally, we reserve the right to transfer information (including your Personal Information) to a third party in the event of a sale, merger, or transfer of all or substantially all of the assets of our company relating to Keriton, or in the unlikely event of a bankruptcy, liquidation or receivership of our business. You will be notified via email or prominent notice on our website for 30 days of any such change in ownership or control of your Personal Information.

Lastly, we may also disclose non-Personal Information, anonymously aggregated with information about our other users, to our clients, business partners, merchants, advertisers, investors, potential buyers and other third parties if we deem such disclosure, in our sole discretion, to have sound business reasons or justifications.

5. Automatic Gathering of non-Personal Information

Every time you open or use Keriton, we collect non-Personal Information (discussed above in Section 2). For example, using the Services may trigger the transmission of information between the app and our servers, and each time that occurs, our servers collect non-Personal Information.

Keriton also automatically collects information about how people use the app. For example, to improve our Services, we collect how, when, and which parts of the app or its features you use.

To help us collect this information, we use third-party software and services. Also, we may use your device's unique identifier (UDID), media access control address (MAC Address), or other unique identifiers to assist us in collecting and analyzing this data.

6. Transparency and Choice

When you use our Services, we make good faith efforts to provide you with access to your Personal Information and either to correct this data if it is inaccurate or to delete such data at your request, in either case if it is not otherwise required to be retained by law or for legitimate

business purposes. We ask individual users to identify themselves and the information requested to be accessed, corrected or removed before processing such requests, and we may decline to process requests that are unreasonably repetitive or systematic, require disproportionate technical effort, jeopardize the privacy of others, or would be extremely impractical (for instance, requests concerning information residing on backups), or for which access is not otherwise required. In any case, where we provide information access and correction, we perform this service free of charge, except if doing so would require a disproportionate effort.

Please e-mail us at privacy@keriton.com with any questions, if you need assistance accessing or changing your Personal Information, or if you would like to have your Personal Information deleted. Please be aware that if you delete your Personal Information, you may not be able to continue to use Keriton or the Services. Also, even if you request that we delete your Personal Information, we may need to retain certain information for a limited period of time to satisfy our legal, audit and/or dispute resolution requirements.

We do not use, or allow third party advertising networks to use, information about web browsing activity collected through the Services for targeted or behavioral advertising. Keriton supports the development and implementation of a standard "do not track" browser feature that provides customers with control over the collection and use of information about their web-browsing activities. Once a standardized "do not track" feature is released, we intend to adhere to the browser settings accordingly.

We will not send you marketing e-mails, either on our own behalf or for a third party. You may be able to opt out of receiving certain e-mails from us by clicking on the "unsubscribe" link in the e-mails. Please note that it may take up to ten (10) business days for your opt-out request to be processed. However, we may continue to send you certain account-related e-mails, such as notices about your account and confirmations of transactions you have requested.

7. Children

We do not knowingly collect Personal Information from mobile app users under 13 years of age. We do not authorize mobile app users under 13 years of age to use the Services or Keriton. If we learn that we have collected Personal Information from an mobile app user under the age of 13, we will delete that data from our systems.

8. Information Security

We utilize reasonable information security measures to safeguard your Personal Information. For example, we utilize Secure Socket Layer (SSL)/Transport Layer Security (TLS) encryption technology when sensitive data is transmitted over the Internet, and use firewalls to help prevent external access into our network. Unfortunately, however, no data transmission over the Internet and no method of data storage can be guaranteed to be 100% secure. Therefore, while we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its security.

We restrict access to Personal Information to your healthcare provider (or your employer, if you work for our healthcare provider clients), and our employees, contractors, service providers and agents who need to know that information in order to operate, develop or improve our Services. These individuals are bound by confidentiality obligations and may be subject to discipline, including termination and criminal prosecution, if they fail to meet these obligations.

9. Changes to this Policy

We may modify or update this Privacy Policy periodically with or without prior notice by posting the updated policy on this page. You can always check the "Last Updated" date at the top of this document to see when the Privacy Policy was last changed. If we make any material changes to this Privacy Policy, we will notify you by e-mail or post a notice of the changes

through our mobile app prior to the changes becoming effective. We encourage you to check this Privacy Policy from time to time. IF YOU DO NOT AGREE TO FUTURE CHANGES TO THIS PRIVACY POLICY, YOU MUST STOP USING KERITON AND SERVICES AFTER THE EFFECTIVE DATE OF SUCH CHANGES (WHICH IS THE “LAST UPDATED” DATE).

10. Questions

To ask questions about our Privacy Policy or to lodge a complaint, contact us at:

Keriton, Inc.
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Narberth, PA 19072
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