

This Privacy Policy governs the manner in which Patient Pending, LLC. (hereinafter, “Patient Pending”) at www.patientpending.com (collectively, the “Websites”) and our Patient Pending patient education platform services (the “Service”) collects, uses, maintains and discloses information collected from its customers, its client’s customers and users of its Website and the Service (each, a “User”). The purpose of this Privacy Policy is to inform you about what kinds of information we, at Patient Pending, may gather about you, how we may use that information, whether we disclose it to anyone, and the choices you have regarding our use of the information. Some features discussed below may not apply to all services products or in all locations. In general, individuals (also referred to as “you” or “your”) may visit our website without telling us who they are or disclosing information to us.

Your California Privacy Rights

If you are a California resident, California law may provide you with additional rights regarding our use of your personal information. To learn more about your California privacy rights, visit the [CCPA Privacy Notice](#).

1.0 PURPOSE.

Patient Pending’s business is in patient education. In the course of its business, we collect, transmit, record, store, and otherwise handle information about individuals (personally identifiable information or “PII”). We take these activities

seriously and provide appropriate procedures for the handling of PII. This Statement provides information to our website visitors, customers, and individuals communicating with or through our customers (collectively “Consumers”) about how information is collected, transmitted, stored, or otherwise handled. Any information provided by Consumers or collected from individuals who use Patient Pending services/products is not sold or shared with unauthorized third parties, except in certain cases described below. Our customers may provide your PII to us for conducting their business and their use of your information is governed under their privacy policies/statements.

2.0 INFORMATION WE COLLECT.

Patient Pending may collect various types of personal information including name, telephone number, email address, and other information that, either alone or in combination with other kinds of information, may personally identify Users. Patient Pending may collect personal information from Users in a variety of ways, including through online forms, and other instances where Users are invited to volunteer such information.

Patient Pending only knowingly collects PII that is voluntarily provided by you. For example, you provide PII when opting into receive Patient Pending Alerts via the short code, opt-in link or after discussion with your doctor’s office. PII provided by customers may include email addresses, phone numbers, first and last name, and DOB. PLEASE NOTE THAT GIVEN THE STATE OF THE TECHNOLOGY, A TELEPHONE

NUMBER USED IN THE PROVISION OF OUR SERVICES WITHOUT ANY ADDITIONAL IDENTIFYING INFORMATION IS NOT CONSIDERED PROTECTED PII.

The way we collect PII depends on our relationship with you. Patient Pending collects information from individuals as they use Patient Pending's products and services and from individuals communicating with or through Patient Pending's customers ("End Users").

3.0 PASSIVE COLLECTION.

As is true of most websites, we gather certain information automatically. 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 to analyze trends in the aggregate and administer the site.

While not all of the information that we collect from Users is personally identifiable, it may be associated with personal information that Users provide to us through our Website.

Patient Pending is dedicated to protecting the PII it knowingly receives from End Users in a confidential and secure environment. When authorized third parties need to access PII, Patient Pending will provide the minimum amount of information required to complete the requested service or transaction.

4.0 COLLECTED INFORMATION.

Patient Pending collects information from its customers and customers' End Users in the ordinary course of business. Patient Pending only collects information that customers and their End Users voluntarily disclose or provide to us.

Most of the personal information we collect is what you tell us about yourself. For example, Patient Pending allows you to interact and share personal information and data with others. Except as otherwise set forth herein, you choose what you want to share and how you want to share it.

Sometimes, we record your phone number. We record your phone number when you send it to us; ask us to remember it; or make a call or send a digital message array through communication channels including but not limited to SMS, MMS, RCS, email and push notification. If you ask us to remember your phone number, we will associate your phone number with your account identification number.

Some information may be automatically collected from Visitors, such as the name of the domain and host used to access the Internet, including the Internet Protocol (IP) address; the date and time you access the website, the length of stay and the specific pages, images or forms accessed when visiting the website; the Internet Address of the website from which you linked directly to our website, and, if applicable, the search engine that referred you; any search strings or phrases that you entered into that search engine; demographic information concerning the country of

origin of your computer and the language(s) used. We use this information to monitor usage of our website, assess its performance, ensure technological compatibility with the computer used, and to understand the importance of the information provided on our website. We may also conduct statistical analyses on your usage patterns and other aggregated data.

FOR END USERS UTILIZING PATIENT PENDING'S SERVICES, PLEASE NOTE THAT THE INFORMATION SENT MAY BE STORED, ACCESSED, AND USED BY THE PATIENT PENDING CUSTOMER UNDER THE TERMS OF THE APPLICABLE PRIVACY POLICY OF SUCH CUSTOMER TO WHICH YOU CONNECT FOR SERVICES. IF YOU CONNECT TO A PATIENT PENDING HOSTED AND ADMINISTERED SERVER AND UNLESS OTHERWISE PROVIDED FOR UNDER A SEPARATE WRITTEN PRIVACY POLICY, THE TERMS OF THIS STATEMENT WILL GOVERN; PLEASE CONTACT THE PARTY THROUGH WHICH YOU USE THE SERVICES FOR INFORMATION ON THE APPLICABLE PRIVACY POLICY TERMS. IF YOU CONNECT TO A SERVICE HOSTED AND/OR ADMINISTERED BY ANOTHER PARTY SUCH AS A PATIENT PENDING CUSTOMER OR VENDOR, YOU MUST CONTACT SUCH PARTY FOR THE APPLICABLE PRIVACY POLICY. THE PATIENT PENDING CUSTOMER OR OTHER THIRD PARTY ADMINISTERING YOUR SERVICES IS SOLELY RESPONSIBLE FOR ALL REQUIRED COMPLIANCY AND NOTICE REQUIREMENTS RELATED TO PRIVACY RECORDS AND AUDIT PRACTICES FOR YOUR USE. IF FURTHER GUIDANCE IS NEEDED AS TO THE PRIVACY

POLICY APPLICABLE TO YOUR USE, PLEASE CONTACT PATIENT PENDING OR THE PARTY THROUGH WHICH YOU ARE ACCESSING THE SERVICES.

FOR USERS UTILIZING THE PATIENT PENDING SHORT CODE PLATFORM, PLEASE NOTE THAT WHEN SUCH MESSAGES ARE TRANSMITTED, THEY ARE EXPOSED TO THIRD PARTY VENDORS SUCH AS CARRIERS, WHOSE SERVICES ARE NECESSARY TO SEND THESE MESSAGES. YOU ACKNOWLEDGE THAT THESE THIRD-PARTY VENDORS ARE NOT WITHIN OUR CONTROL, AND, AS SUCH, THERE MAY BE LIMITED (IF ANY) PRIVACY WITH THESE MESSAGES.

5.0 MINORS PRIVACY.

At Patient Pending, we do not intend to collect information from children under the age of 13 (or the applicable legal age in your location). If Patient Pending discovers that a child under the age of 13 submits PII to Patient Pending, we will delete such information and we will not use such information for any other purpose. Patient Pending encourages parents to take an active role in their children's use of the Internet and cellular telephones and to inform them of the dangers of providing Information about themselves on the Internet or through cellular telephones. If you are a parent or legal guardian and think your child under the age of 13 has given us information, you can email us at info@patientpending.com. Patient Pending is committed to safeguarding the information Users entrust to Patient Pending.

6.0 TRACKING TECHNOLOGIES.

Patient Pending and our partners use cookies or similar technologies to analyze trends, administer the Website, track users' movements around the Website, and to gather demographic information about our user base as a whole. You can control the use of cookies at the individual browser level, but if you choose to disable cookies, it may limit your use of certain features or functions on our website or service.

A "cookie" is a tiny text file that is stored on Users' devices to customize your experience and support some necessary functions, either temporarily for that session or more persistently for repeat visits. Patient Pending uses cookies to better understand how Users use our website. Our cookies collect no PII and are not shared or intentionally revealed to other websites. Patient Pending does not look for or at other websites' cookies on a Visitor's computer. You have choices with respect to cookies. Visitors can modify their browser preferences, to accept all cookies, be notified when a cookie is set, or reject all cookies. If you choose to reject all cookies, you will be unable to use the services or engage in the activities that require cookies. Accepting a cookie does not give us access to your computer or PII other than the personal data you choose to share with us.

We also may from time to time engage third parties to track and analyze statistical information from visitors to our Website to help us administer our Website and improve its quality. Such third parties may use cookies to help track visitor behavior. Such cookies will not be used to associate

individual Website visitors to any personal information. Except as otherwise set forth herein, all data collected by such third parties on our behalf is used only to provide us with information on Website usage and is not shared with any other third parties.

We may use the following cookies:

- **Strictly necessary cookies:** These are cookies that are required for the operation of our site. They include, for example, cookies that enable you to log into secure areas of our site, use a shopping cart or make use of e-billing services.
- **Analytical/performance cookies:** They allow us to recognize and count the number of visitors and to see how visitors move around our site when they are using it. This helps us to improve the way our site works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies:** These are used to recognize you when you return to our site. This enables us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies:** These cookies record your visit to our site, the pages you have visited and the links you have followed. We will use this information to make our site more relevant to your interests. We may also share this information with third parties for this purpose. Please note that third parties (including, for example, advertising networks and providers of external services

like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

7.0 INFORMATION COLLECTED FOR OUR CUSTOMERS.

This “Information Collected for Our Customers” section shall apply solely to the extent your information collected by Patient Pending is not collected pursuant to the “User Access and Choice” section immediately below.

Except as otherwise set forth herein, the use of information collected through our service shall be limited to the purpose of providing the service for which Patient Pending’s clients have engaged us. Patient Pending collects information under the direction of its clients and potential clients, but has no direct relationship with the individuals whose personal data it processes. Patient Pending works with its clients to help them provide notice to their customers concerning the purpose for which personal information is collected.

We collect information for our clients; if you are a customer of one of our clients and would no longer like to be contacted

by one of our clients that use our service, please contact the client that you interact with directly.

Patient Pending may transfer personal information to companies that help us provide our service. Transfers to subsequent third parties are covered by the provisions in this Privacy Policy regarding notice and choice and the service agreements with our clients.

Patient Pending acknowledges that you have the right to access your personal information. Patient Pending has no direct relationship with the individuals whose personal data it processes. An individual who seeks access, who seeks to correct, amend, delete inaccurate data or withdraw consent to further contact should direct his/her query to Patient Pending's client. If the client requests Patient Pending to remove the data, we will respond to their request within a reasonable timeframe.

Patient Pending will retain and use personal data we process on behalf of our clients for as long as needed to provide services to our client. Patient Pending will also retain and use this personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

8.0 CONSENT

By using Patient Pending's website and services, you understand and consent to the collection, processing, and

use of information for the purposes and in the manner set forth under this Statement.

9.0 USER ACCESS AND CHOICE.

This “User Access and Choice” section shall apply solely to the extent your information collected by Patient Pending is not collected pursuant to the “Information Collected for Our Customers” section above.

Upon request, Patient Pending will provide you with information whether we hold any of your personal information. If your personal information changes, or if you no longer desire our service, you may correct, update, amend or ask to have it removed by emailing our Customer Support at info@patientpending.com. We will respond to your request within a reasonable timeframe.

We will retain and use your information for as long as your account is active or as needed to provide you services. We will also retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

10.0 DO NOT CONTACT.

Patient Pending provides you the opportunity to opt-out of receiving electronic communications from Patient Pending. If you do not want to receive communications from us, please follow the instructions in the communication itself or contact

the customer directly. You may also use the convenient opt-out feature included with emails.

Keep in mind, this opt-out does not apply to necessary communications, such as responding to an inquiry, and may be revoked if you later request information from us.

Additionally, if you have various contact options that are not linked to your PII or account, we may not be able to identify which options link to you. Please provide the information necessary to honor your request as fully as possible.

11.0 DISCLOSURE OF INFORMATION.

What we do with information gathered from and about you depends on your relationship with us. In general, if we obtain your information solely because an End User communicates information about you within the Services, then our sole uses for your information are to fulfill the customer's purposes. We do not use this information for our own purposes. However, unless limited by law or contract, we may use your information:

- **11.1** To provide you with information about products, services, news, and events;
- **11.2** To analyze use of our services and products, develop new services and products, and customize our products, services, and other information we make available;
- **11.3** We may provide your personal information to companies that provide services to help us with our business activities such as offering customer service.

These companies are authorized to use your personal information only as necessary to provide these services to us. We will share your personal information with third parties only in the ways that are described in this Privacy Policy;

- **11.4** As required by law, such as to comply with a subpoena, bankruptcy proceedings or similar legal process;
- **11.5** 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;
- **11.6** If Patient Pending is involved in a merger, acquisition, or sale of all or a portion of its assets, notice on our Website of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information;
- **11.7** To any other third party with your prior consent to do so.

12.0 SECURITY

The security of your personal information is important to us. When you enter sensitive information, we encrypt the transmission of that information using secure socket layer technology (SSL). We follow generally accepted standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security.

13.0 ADDITIONAL PRIVACY INFORMATION.

13.1 Links to 3rd Party Websites.

Our Services may include links to other websites whose privacy practices may differ from those of Patient Pending. If you submit personal information to any of those websites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any website you visit.

When you click on links on Patient Pending's website to third-party websites, you will be subject to such third parties' privacy policies or statements. PATIENT PENDING IS NOT BE RESPONSIBLE FOR THIRD-PARTY WEBSITES OR THEIR CONTENT OR ACTIONS. Patient Pending encourages you to read the posted privacy statement or policy of any and every website visited.

13.2 Changes to This Privacy Policy.

We may update this Privacy Policy to reflect changes to our information practices. If we make any material changes to how we treat our customer's data, we will notify you by means of a notice on this Website's home page. The effective date the privacy policy was last revised is identified at the top of the page. We encourage you to periodically review this Website for the latest information on our privacy practices.

13.3 Social Media Widgets.

Our Website includes social media widgets, such as the share this button or interactive mini programs that run on our Website. These features may collect your IP address, which page you are visiting on our Website, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our Website. Your interactions with these features are governed by the privacy policy of the company providing it.

14.0 UPDATES

Patient Pending may in its sole discretion, update this Statement at any time and will post any amended Statement on its website. Users should visit this page regularly, especially prior to providing any PII.

15.0 FICTITIOUS NAMES.

EXCEPT AS TO REFERENCES TO PATIENT PENDING'S CURRENT TEAM MEMBERS, ANY PII, INCLUDING NAMES AND PHONE NUMBERS AND PHOTOS, DISPLAYED ON PATIENT PENDING'S WEBSITE ARE FICTITIOUS AND MERELY FOR ILLUSTRATIVE PURPOSES. ANY RESEMBLANCE OR SIMILARITY TO AN ACTUAL INDIVIDUAL IS MERELY COINCIDENTAL.

16.0 LINKS TO OTHER WEBSITES.

When you click on links on Patient Pending's website to third-party websites, you will be subject to such third parties' privacy policies or statements. PATIENT PENDING IS NOT BE RESPONSIBLE FOR THIRD-PARTY WEBSITES OR THEIR CONTENT OR ACTIONS. Patient Pending encourages you to read the posted privacy statement or policy of any and every website visited.

Also, you may have the opportunity to share your information through other websites, such as social media sites. We may provide a convenient link to let you do this easily, but we cannot control their website or your posts/sharing.

17.0 AGREEMENT

By using our website and services, you agree to be bound the terms and conditions of this Statement.

18.0 CONTACT US.

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to info@patientpending.com

Patient Pending commits to the resolution of complaints about your privacy and our collection or use of your personal information. Patient Pending takes its users' privacy concerns seriously, and If you have questions or concerns

about our policies concerning privacy, data collection, data processing or data transmission in regard to your personal information, you may email us at info@patientpending.com.