

Calarity Privacy Policy

Clinician User

If you are a medical or healthcare professional (“Clinician User”) and provide us with patient information in connection with your use of the Calarity application (“Patient Information”), we will use this Patient Information solely to provide the associated services to you and your patient, as applicable, as set forth in this Privacy Policy. We do not sell Patient Information. We do not monitor the content of communication; however we may analyze certain attributes and metadata of the content in order to enable us to improve our services. Any protected health information that you transmit to us using the Calarity application, either as or on behalf of a covered entity under the Health Insurance Portability and Accountability Act (HIPAA), will be handled in accordance with the Business Associate Agreement with the relevant covered entity, as applicable. If you have any questions about how Calarity uses Patient Information, please contact us at privacy@calarity.com.

Calarity suggests you consider adding language such as this to your Notice of Privacy Practices: If you have consented to use Calarity within the mobile application, we may access and share your Calarity information with your medical provider and any third-party vendors and service providers who perform routine treatment, payment and healthcare operations services for us. We do not use or disclose Calarity information for any marketing or advertising purposes or sell this information to any third-party.

Users (All users, including Clinician Users)

When you (“User”) provide us with personal information in connection with your use of the Calarity application (“Personal Information”), we will use this Personal Information solely to provide the associated services to you as set forth in this Privacy Policy. We do not sell Personal Information. We do not monitor communication content; however we may analyze certain attributes and metadata of the content in order to enable us to improve our services. Any Personal Information that you transmit to us using the Calarity application will be handled in accordance the Terms of Use to which you have consented. If you have any questions about how Calarity uses Personal Information, please contact us at privacy@calarity.com.

Introduction

This privacy policy describes how Calarity, Inc. (“Calarity” “we,” “us,” or “our”) collects, uses, shares, and otherwise handles Patient Information and Personal Information about individuals (“User,” “you” and/or “your”) who visit and use our mobile application or other services. Any Patient Information or Personal Information that you provide to us in connection with your use of the Calarity application (“Private Information”), will be used solely to provide the associated services to you (and your patient), as applicable.

By using the Calarity application, whether as a registered user or an unregistered visitor, you acknowledge that you have read this privacy policy, and consent to the handling of your Private Information as described in this policy, which we may update from time to time as described in the “Changes to this Privacy Policy” section, below.

Calarity is a United States company and all information is stored within the United States, but certain of our vendors and developers work outside the United States. Further, Calarity only functions to process Patient Information in English, and therefore communications in other languages cannot be considered Patient Information. By using the Calarity application, you consent to your Private Information being stored and otherwise processed in the United States as described in this policy.

1. Collection of Information

We collect Private Information solely that you provide us directly, automatically when you use the Calarity application as follows:

Unregistered Visitors (Not Yet Calarity Users)

All visitors are asked to provide a digit mobile telephone number, partial digits of which will be used to identify certain data files in combination with User inputs. We believe this alphanumeric data file label alone is insufficient to identify any unregistered visitor.

Calarity User Accounts

When you register a Calarity account and become a Calarity user, we require you to provide certain information that varies depending on whether you are a User or a Clinician User. All Calarity users must provide their email address, and Clinician Users are required to provide certain information about their specialty, practice, education and training. We cannot verify that Clinician Users are actually the healthcare providers they claim to be, so we can make no guarantee as to any Clinician User’s identity, professional credentials or licensure status and encourage you to select your clinicians and other professionals carefully.

Submissions

We collect content and information that you submit to the Calarity application (and information about you may be provided by Clinician Users you visit.)

Communications Tools

The Calarity application includes secure communication tools that enable certain of our Users to communicate with each other. We collect information about usage of these tools, such as when a User uses the tool and the general attributes of a communication. However, as described above, any Private Information that you provide us in connection with your use of the Calarity application will be used solely to provide the associated services to you and other Users, as you direct. For example, when you use the Calarity application to contact a healthcare provider, we use the provider’s phone number that you provide solely to attempt to connect you with that provider. We do not monitor communication content.

Information Collected Automatically When You Use the Calarity Application

In addition to the Private Information that you provide to us directly, we collect a variety of information automatically when you use the Calarity application through the use of cookies and similar technologies (e.g., pixels, web beacons and device identifiers), to which we refer in the [Cookies and Similar Technologies](#) section below. This information may include activity information such as the date and time that you access one of our sites or apps, and whether you view, click or otherwise interact with content, open or click a link in one of our emails, conduct a search on one of our websites, or send, receive, or engage with a message sent through the Calarity application. We collect device information including your IP address (which is a unique numerical address that identifies your device when you access the Internet), your browser and device type and model, operating system, your ISP and mobile carrier, your advertising ID (which is a unique, user-resettable identification number associated with a mobile device), other unique identifiers associated with your computer or mobile device, and the URL of the site from which you access our site.

The use of these technologies helps us serve you better by understanding what you're interested in, tracking trends, measuring the effectiveness of our display, formatting and content, and saving your preferences. For information about how you can manage your cookie preferences, refer to the "Controlling Cookies" subsection in the [Your Rights and Choices Regarding Private Information](#) section, below.

Location Information

We do not collect precise location information from your access to the Calarity application or other services unless you elect to enable location services on your device, but we may receive information about your general location at a city or zip code level through your computer's IP address and your mobile device. We do gather address and other location information in order to set up and maintain your Calarity User account.

2. Uses of Information

Except as otherwise provided herein, we may use your Private Information for the following business and commercial purposes:

Provision of the Calarity Application

We use your Private Information to provide, operate, support and improve the Calarity application, including through the development of new tools and features.

Calarity User Accounts

We use your Private Information to create and update your profile, which may be viewable by other Users, to create and maintain your Calarity User account, and to support and respond to your inquiries and requests.

Communications with You

We use your Private Information to communicate with you about the Calarity application. These communications may be sent through a variety of channels, including on-site or in-app notifications and email. We also use your Private Information to process, store, and transmit your communications through the Calarity application.

Other Uses of Your Information

We also use your Private Information to detect, investigate, and prevent fraudulent, harmful, unauthorized, unethical or illegal activities to protect the rights, safety and property of Calarity, our Users and others, including through the enforcement of the Calarity Terms of Use, in connection with legal proceedings, including arbitration, and to comply with our legal obligations. Also, we may create anonymous, aggregated or de-identified data from your Private Information and the information of other Users whose information we collect. We may use this anonymous, aggregated or de-identified data and share it with third parties for our lawful business purposes, including to analyze and improve the Calarity application and promote our business.

3. Sharing of Information

In connection with the activities described above, we may share your Private Information with third parties as follows:

Research Institutions

As part of our mission to understand and support the medical profession, we may share anonymous and de-identified information with research institutions that perform research related to their respective missions. We require these institutions to agree that they will only use and share the data as needed for the approved research purpose and that any resulting research output be aggregated and anonymized so that it cannot be linked back to any individual. We may publish or allow others to publish insights learned from such research activities.

Service Providers

We may share your Private Information with third parties that help us provide the Calarity application and operate our business, including in the areas of database hosting and maintenance, telecommunications, information security, fraud detection and prevention, email management, data analytics, marketing, advertising, user support, and identity verification.

Business Transferees

We may share your Private Information in connection with a business transaction (or potential transaction) involving a corporate divestiture, merger, consolidation, acquisition, reorganization, sale or other disposition of all or any portion of the business or assets of, or equity interests in, Calarity or our corporate affiliates (including, in connection with a bankruptcy or similar proceedings).

Affiliated Companies

We may share your Private Information with our corporate affiliates for use consistent with this privacy policy.

Authorities

We may access, preserve, and share your Private Information with third parties, as required or permitted by applicable law, if we believe it is reasonably necessary to comply with legal process and law enforcement instructions and orders, such as a search warrant, subpoena, statute, judicial proceeding, or other legal process served on us, which may involve disclosure to law enforcement, courts, or governmental authorities.

Other Third Parties

We may access, preserve and share your Private Information if we determine it is reasonably necessary or appropriate to investigate, prevent or take action regarding suspected fraudulent, harmful, unethical or illegal activities, or any violation of our Terms of Use or to protect and defend the legal rights, safety, and property of Calarity, our employees, agents and contractors (including to enforce our agreements) or in connection with any safety or security concerns, including the personal safety of our Users and the public.

With Your Consent

We also may share your Private Information with a third party in a manner not addressed by this policy with your consent.

4. Cookies and Similar Technologies

We and our service providers, as described above, use various tools to collect data when you visit our sites and apps, including cookies, pixel tags, and other similar technologies. These technologies enable us to track usage of the Calarity application and to enhance the user experience by providing a more relevant and personalized online experience. A cookie is a small data file that is sent to a User's browser when visiting a website. It is stored, accessed and maintained on the computer's hard drive or on a tablet or mobile device. A cookie contains a unique number that allows a website to recognize a particular user's device each time that user visits the website so they don't need to log in each time they visit and their preferences can be stored. Cookies enable us to measure the use and effectiveness of our content, track user trends, monitor and stabilize our websites, and improve the quality of the Calarity application and content personalization both on Calarity and third party sites.

Most browsers can be set to reject all cookies, including third party cookies; however, if you choose to reject our cookies, your ability to access and use the Calarity application may be limited. We and our service providers also use pixel tags, often in conjunction with cookies. Pixel tags are small pieces of code that are embedded on web pages and apps in order to provide us with information about how our sites and apps are used. We

also include pixel tags in our emails to inform us whether the recipient has opened those emails and/or clicked on links in those emails.

5. Security

We employ technical, administrative and physical safeguards designed to protect your Private Information. However, no security measure can guarantee security and that data will not be accessed, disclosed, altered or destroyed. You should take steps to protect against unauthorized access to your password, phone, and computer by, among other things, signing off after using a shared computer, choosing a complex password that nobody else knows or can easily guess, and keeping your log-in credentials private. We are not responsible for any lost, stolen, or compromised passwords or for any unauthorized account activity.

6. Data Retention

We will retain your Private Information for at least the period reasonably necessary to fulfill the purposes outlined in this privacy policy unless a longer retention period is required or permitted by law. We retain Patient Information furnished to us by Clinician Users for six (6) years pursuant to the requirements of HIPAA. Patient Information will be retained on our servers for two thousand two hundred (2200) days; however certain Patient Information (e.g. audio recordings) will only be available through your application for sixty (60) days, and Personal Information may be available through your application only for thirty (30) days. Audio recordings may be manually deleted by the user from the App before the sixty (60) day automatic deletion. After that time within the retention period, in order to access all your Patient Information or your Personal Information you should contact us at privacy@calarity.com. Audio files, once deleted, are not recoverable. We will endeavor to make the requested information available to you in thirty (30) days or less.

If we delete some or all of your Private Information after those timeframes, we may continue to retain and use de-identified or aggregated, anonymous data previously collected. If you delete your account, Personal Information may be deleted, but Patient Information will be retained for the period required by our Business Associate Agreement with our contracted covered entity. If you want us to otherwise delete Personal Information, you should contact us at privacy@calarity.com. After this retention period, all rights to access, as well as all other rights, including the right to modify, right to deletion, right to data portability and right to breach notification cannot be enforced.

7. Your Rights and Choices Regarding Private Information

You may have certain rights under HIPAA, which may be exercised by contacting your clinicians or other healthcare professional directly, who will contact us, or by contacting us directly at privacy@calarity.com. Further, you may have certain rights under other applicable data protection laws, including the right to access and update your Personal

Information, restrict how it is used, transfer certain Private Information to another entity, withdraw your consent at any time, and the right to have us erase certain Personal Information about you. To exercise of any of these rights, please contact us at privacy@calarity.com.

Your Account and Profile Information.

If you are a registered User or Clinician User, you may review and update certain Private Information through your account settings. If you prefer to submit an update request to us directly, you can contact us at privacy@calarity.com.

Controlling Cookies

If you would prefer not to accept cookies, visit the “help” section of your browser to learn about cookie preferences and other privacy settings that may be available. Most browsers will allow you to: (i) change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it; (ii) disable existing cookies; or (iii) set your browser to automatically reject cookies. Note that rejecting cookies will not prevent device identification and related data collection from occurring. Also, if you choose to reject cookies, your access to some functionality and areas of the Calarity application may be restricted. For additional information about cookies visit www.allaboutcookies.org.

We may use Google Analytics to recognize you and link the devices you use when you visit the Calarity application on your browser or mobile device. Google Analytics allows us to better understand how our users interact with the Calarity application and to tailor our content to you. For information on how Google Analytics collects and processes data, as well as how you can control information sent to Google, review Google's site “How Google uses information from sites or apps that use our services” currently located at <https://policies.google.com/technologies/partner-sites>.

You can learn more about managing your preferences for interest-based ads online, particularly for many third-party advertising networks, by visiting the Network Advertising Initiative and the Digital Advertising Alliance. Note that even if you opt-out from interest-based advertising through these organizations’ tools, cookies may still be used to collect data for purposes other than interest-based advertising, including analytics. Also, you will still see ads, but they will not be targeted based upon the information collected through these tracking technologies. When using the preferences and opt-out settings described above, you will need to apply them on every device and on every browser from which you wish to opt-out. Because some of these settings rely on a cookie that stores your preferences, if you delete or clear your browser’s cookies, you may need to opt-out again. You can also control interest-based advertising on your mobile device by enabling the “Limit Ad Tracking” setting on your iOS device or “Opt out of Ads Personalization” on your Android devices.

Some Web browsers incorporate a “Do Not Track” feature that signals to websites that you visit that you do not want to have your online activity tracked. Each browser communicates “Do Not Track” signals to websites differently, making it unworkable to

honor each and every request correctly. We do not respond to "Do Not Track" signals at this time.

Push Notifications

If you consent to receive push notifications, you may withdraw your consent at any time by adjusting the appropriate operating system settings on your mobile device.

Requests not to Track

The Calarity application does not support "Do Not Track" and similar requests.

8. Changes to this Privacy Policy

We reserve the right to modify this privacy policy at any time and in our sole discretion. When we make a change, we will update the "Effective Date" and post the updated policy on or through the Calarity application. We may, and if required by law will, also provide notification of changes in another way that we believe is reasonably likely to reach you, such as by e-mail (if you have an account where we have your contact information) or another manner through the Calarity application. Any modifications to this privacy policy will be effective upon posting or as otherwise indicated at the time of posting. We encourage you to check this Privacy Policy frequently. In all cases, by continuing to use the Calarity application after posting of the updated policy, you are consenting to the changes. If you object to any changes, you may close your account by following the steps set forth in the Terms of Use.

9. Contact Us

If you have any questions about this policy or Calarity's privacy practices, you may reach us at any time by emailing privacy@calarity.com or by contacting us at:

Calarity
ATTN: Privacy Policy
73 White Bridge Road
Suite 103-207
Nashville, TN 37205

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