

Privacy Notice

Effective Date: December 5, 2024

This Privacy Notice describes how any and all of the entities listed in **Appendix 1** (“our,” “we”) collects, uses, and shares personal information through the applications from which you are accessing this Privacy Notice (our “Services”). Our Services permit individuals (“Users”) to interact with our pharmacy.

For all Users who interact with us online, we collect information you choose to give us and other information that may be collected from your use of our Services, including from your device. We use that information to operate our business and for purposes set forth below. Below, we also describe choices we offer with respect to your information.

This Privacy Notice does not apply to third parties that may be linked from or otherwise accessible via the Services. This Privacy Notice does not apply to information that cannot be identified to any individual, household, or their devices. In addition to this Privacy Notice, we may provide you other notices relating to other services, or relating to protected health information (PHI) under the Health Insurance Portability and Accountability Act (HIPAA). This Privacy Notice is not a HIPAA Notice of Privacy Practices.

Personal Information Collection on Our Services

Our Services are available to Users. Below, we summarize our key practices:

<u>Personal Information Collected</u>	<u>Key Information Uses</u>
Our personal information collection includes: First and last name, contact information (e.g., email address, phone number, mailing/delivery address), medical information, insurance carrier information, prescription information, account login credentials, bank account and payment card details, logging and technical usage information when interacting with a Service, support communications or other interactions with us, and any information required to provide the Services.	Our key uses of information include: - Permit login to the Services. - Record details about your transactions and communications made through our Services. - Process transactions and payments. - Manage account and provide support. - Provide information about new or related services we may offer.

We may also collect and use information as described below in “Other Ways We Use Information We Collect.”

Automatically Collected Information

Information we collect through automatic data collection technologies. If you are a User, we may collect data regarding your use of Services through cookies, scripts, web beacons, pixels and other automatic means. Data collected via automatic means may include your IP address, date and time you access our services and the pages and content you access during your visit, websites that you link to or from, whether you receive or open an email or other communication from our Services, and the links you click on within those messages. We may also collect information from your mobile device or your computer about how you interact with our services, including the date of the visit, the time of arrival and length of visit to the services, the type of device used and the operating system on that device, browser type, a list of files downloaded or pages viewed, your IP address, and any errors encountered. This information helps us address customer support issues, provide you with a personalized experience, prevent fraudulent use of our services, and manage the Services we provide you, including gathering aggregated data about engagement.

Other parties may collect personally identifiable information about your online activities over time and across third-party websites when you use our Services. We do not control any personal information once collected by these parties. We do not respond to “do not track” signals or other mechanisms that provide consumers the ability to exercise choice regarding the collection of personally identifiable information about an individual consumer’s online activities over time and across third-party websites or online services.

Information we collect from third party sources. Through Users’ use of our Services, we may collect information from advertisers, analytics providers, and other third parties. These third parties may collect information in connection with cookies, pixels, content, widgets, or other components provided on our Services. They may share this information with us by, for example, providing us analytical reports and insights on our audience. The information third parties collect may be associated with your personal information or they may collect information about your online activities over time. They and we may use this information to provide you with interest-based advertising or other targeted content, and for other purposes (such as to better understand our Service’s audience).

In all cases, we may collect and use other information you choose to provide or with your consent.

Other Ways We Use Information We Gather

We may use the information we gather to operate our business and for a variety of purposes, including the following:

- To enhance, support, and manage our Services, including to maintain, analyze, customize, and improve your experience in connection with our Services.
- To communicate with you, including telling you about and administering our Services. We may also communicate with you through our secure chat feature.
- To provide you information that you request from us.
- To provide customer and technical support.
- To monitor and enforce our contracts, legal terms, acceptable use or other policies or similar terms.

- To comply with law and satisfy our regulatory and compliance obligations. Additionally, to support compliance efforts on behalf of others and ourselves that support our provision of services.
- To detect and prevent fraud and other prohibited, illicit or illegal activity, and to protect the rights and interests of you, others, and ourselves.
- To address existing or anticipated disputes.
- To otherwise operate our business, including support for transactions impacting our company as a whole (such as mergers, acquisitions, or asset purchases).
- To fulfill any other purpose for which you provide your information to us.
- For other purposes permitted by law, described to you when you provide your information or to which you consent.

As permitted by law, we may combine the information we gather about you in identifiable form, including information from third parties. We may use this information, for example, to improve and personalize our services, content and advertising.

How We Secure Information

We are committed to maintaining measures to protect the security of your information. Of course, despite these measures, no network or system is ever entirely secure and we cannot guarantee the security of networks and systems that we operate or that are operated on our behalf.

How We Share Information

We may share your information with third parties as reasonable to operate our business, to provide the Services to you and others, as permitted or required by law, or as directed or authorized by you. For example:

Affiliated Companies. We may share some or all of your information with our parent companies, subsidiaries, joint ventures, or other companies under common control with us.

With Medical Providers. We may share your information with doctors, therapists, and health care providers that you identify are associated with your care and your account.

Third Party Sharing. We work with third party parties to help us provide and support our Services and to support our internal operations, and for analytics, advertising, and promotional support. In some cases, they may use your information subject to their own privacy policies and to comply with their own legal and regulatory obligations. We work with different types of third parties, presently including:

- Technology application licensors and providers;
- Information hosting, storage and cloud service providers;
- Payment processing companies;
- Security service providers;
- Technical and customer support providers;
- Survey and analytics providers; and
- Marketing and promotions providers.

In addition, our Services support single sign on. This means that we may share your information with third parties to enable you to log into your User account with us. They may use information they gather subject to their own policies.

Professional Advisors, Law Enforcement and Regulators. We share your information with our professional advisors who provide legal, compliance, auditing, accounting, banking, insurance, consulting, or similar services, and with regulators, law enforcement, or government agencies to:

- comply with our legal and regulatory obligations, including those compliance obligations of federal, state or local regulators;
- conduct audits and manage financial, insurance, or other matters;
- protect our interests, property or legal rights, or those of our customers or third parties;
- respond to a subpoena, court order, or similar law enforcement request, or when we believe in good faith that the disclosure of personal information is necessary to prevent physical harm or financial loss, to report suspected illegal activity, or to investigate violations of this Privacy Notice or other applicable terms; and
- for other legal purposes, such as to enforce our terms and conditions, or to exercise or defend legal claims.

Corporate Transaction. In the event of a corporate transaction, we may share your personal information with companies or other entities in connection with, or during the negotiation of, any merger, sale of company stock or assets, financing, acquisition, restructuring, divestiture or dissolution of all or a portion of our business, or other similar event.

Other Disclosures. In addition to the above disclosures, we may disclose personal information in the event that we believe such disclosure is (i) necessary to provide our services or operate our business; (ii) in accordance with purposes we describe when you share it with us; (iii) permitted by law; or (iv) with your consent, at your direction, or for purposes you enroll in from time to time.

What Choices Do I Have?

Update personal information. If you have a User account with us, you may update certain personal information by logging in to your account. As permitted by law, we may not accommodate a request to change information if we believe the change would violate any law or legal requirement, cause the information to be incorrect, or prevent the provision of our Services.

Marketing communications. You may receive marketing communications from us and our third-party technology providers. You may opt out of receiving marketing emails by following the unsubscribe procedures provided in the communication, or by contacting us. Please note that you may continue to receive non-marketing emails from us and our third-party technology providers after you opt-out.

Cookies. You have a number of choices regarding certain cookies. Most web browsers automatically accept cookies, but you may modify your browser's setting to notify you of cookie placement or decline cookies. If you choose to decline cookies, certain features of our Services may not function properly or at all as a result.

Updates to Our Privacy Notice

We may update this Privacy Notice from time to time in order to provide clarification or notice of changes to our practices. If we make changes, we will revise the Effective Date at the top of this Privacy Notice. Changes to this Privacy Notice will be effective once they are posted unless otherwise indicated. We may choose to notify you by email to the email address in our records.

Contact Information

If you have any questions or concern about this Privacy Notice or our privacy practices, please contact us.

APPENDIX 1

Entity	Jurisdiction of Incorporation or Organization
Mathes Pharmacy Inc.	Floyd County
Mathes Pharmacy Store 2 Inc	Floyd County