

# Privacy Policy

## Executive Summary

- Bookndoc, Inc, a Delaware limited liability company (hereinafter, “Bookndoc,” “we,” “us,” or “our”) is the data controller and processor for your personal information for all purposes other than payment processing.
- Square.com is the data processor for your payment processing personal information.
- We collect and process your data according to the methods and means outlined in this Privacy Policy and the Terms of Use (<http://bookndoc.com/terms>).
- You control and continue to own your personal information and, accordingly, have rights and abilities as outlined below.

For convenience, in this Privacy Policy, we may refer to the individual consenting and agreeing to this Privacy Policy as “you” and “user” and a “member, interchangeably. Bookndoc respects user and member privacy. We believe providing the best protection of users’s information, to the extent reasonably possible, is our responsibility. Subject to applicable laws, any information you submit to us will not be used in any manner to which you have not consented. This Privacy Policy (“Privacy Policy”) outlines more specifically what information Bookndoc may collect from you and how that information may be used and/or disclosed after it is collected. We want to assure you that your Personally Identifiable Information and Non-Personally Identifiable Information (as those terms are used and defined below) will be respected and we will take steps to ensure that such information will be used in ways that are in compliance with this Privacy Policy and applicable laws. This Privacy Policy describes how Bookndoc collects, stores, uses and processes Personally Identifiable Information and Non-Personally Identifiable Information; this includes, but is not limited to, the collection of information through the Bookndoc website (the “Website”) and any service or feature offered therein (collectively, the “Service” or “Services”), which includes, but is not limited to, the portal and any promotions that may be open from time to time.

This Privacy Policy does not apply to any other websites, mobile applications, social media platforms, email lists, or any other information collected, owned or stored by any entity other than Bookndoc or through any other means other than the Website.

To utilize certain portions of our Website, you may be required to provide information, such as your name, email address, physical address, mobile or cellular telephone number, credit-card number and other relevant data. This information is used by us to identify you and provide you with support, services, mailings, sales, marketing, billing, and in order to meet our obligations to you.

BY ACCESSING OR USING THE WEBSITE, THE SERVICES, AND/OR REGISTERING FOR AN ACCOUNT WITH BOOKNDOC, YOU AGREE TO THIS

PRIVACY POLICY AND YOU ARE CONSENTING TO BOOKNDOC'S PRACTICES DESCRIBED IN THIS PRIVACY POLICY.

## Information Collected

Bookndoc may collect two (2) types of information from you: (1) Personally Identifiable Information and (2) Non-Personally Identifiable Information:

**1. Personally Identifiable Information.** Personally Identifiable Information refers to the types of information that can be used to identify or contact a single person, or to aggregate disparate pieces of information into one data picture of a single individual. The types of Personally Identifiable Information collected by Bookndoc may include:

- (i) *Contact Information.* This includes but is not limited to your first and last name, company name, company address, phone number, fax number, date of birth, email address, website, and social media links.
- (ii) *Insurance Information.* In order to refer you to a health care professional, the Service must obtain information from you regarding your insurer.
- (iii) *Other information.* All other information that can be used to identify a specific individual.

**2. Non-Personally Identifiable Information.** Non-Personally identifiable information is information that cannot be used to identify a specific individual, but we believe is nonetheless worthy of respect and reasonable protection. While Bookndoc does analyze the Website logs to monitor the flow of traffic to the Website and make improvements to content, and those logs do contain Non-Personally Identifiable Information, Bookndoc does not and will not attempt to link individual log entries to specific Website visitors. The types of Non-Personally Identifiable Information collected by Bookndoc either by virtue of your visiting the Website or through your own submission may include:

- (i) Internet Protocol (IP) address, Unique Device Identified (UDID), and protocol information;
- (ii) Browser language and browser agent;
- (iii) Domain Name System (DNS) requests;
- (iv) Browsing history, limited only to the time spent on the domain, time and date of the visit, number of clicks, and referring link from which the user came;
- (v) Hypertext Transfer Protocol (HTTP) headers and application information, system date, full request, status, and content length;
- (vi) Operating System, and/or
- (vii) Similar behavioral, usage, and/or device information.

## How Information is Collected

Bookndoc does not collect Personally Identifiable Information about you through the Website without your consent, action, or without informing you of such collection. Accordingly, this Privacy Policies serves to inform you that by visiting the Website and/or utilizing the Services, you are consenting to the privacy practices described in

this Privacy Policy. As part of Bookndoc's practices, your information is requested, collected and stored through your use of specific features of the Website and Services. In the course of your visiting and interacting with the Website and/or Services, we may collect Non-Personally Identifiable Information and Personally Identifiable Information about you from the following sources:

- Information we receive from you through forms you complete or contacts you make with us, or information we receive from you, personally, through the use of the Website, including, but not limited to your use of the scheduling feature, the "Contact Us" form or in conjunction with any promotion.
- Information we receive from your device through the use of the Website and/or Services.
- Information we receive from our partners, service providers, payment processors, or other members.
- Information we receive from our partners in conjunction with your submission of an application for an available position.
- Information we receive in the aggregate from health care providers.
- Information we receive from other sources.

We may collect Non-Personally Identifiable Information from you, with your implicit consent by virtue of using the Website, in the following ways:

**HTTP Cookies.** As is true of virtually all dynamic websites on the Internet, the Website uses "cookies" (i.e., a small file that the Website writes to a user's device) to help track your usage of the Website, including what advertising you have seen and whether you have logged in. Cookies are used to "remember" settings you choose to enable on the Website and to record your browsing activity on the Website. Neither the Website, nor the cookies, can read any data off of your device outside of our cookies; this includes any cookies saved by other websites. If you wish to not receive a cookie following your visit to the Website, you must disable cookies globally or for the Website specifically through your web browser. Similarly, you can delete all of the cookies you have saved through your web browser. Consult your web browser's documentation for assistance. Should you decide to disable some or all of the cookies utilized by the Website, you may experience decreased or impaired functionality or may not be able to fully utilize the Website and/or the Services.

**Web Beacons.** A web beacon is an embedded image, usually invisible, in a website that is used purely to determine whether a user has accessed the website. Bookndoc does not directly utilize any web beacons. However, third parties may utilize and implement web beacons and share the resulting information with Bookndoc (e.g., providers of web analytics). The intent of a web beacon is to track who is reading a given website, when they are reading it, and from what device they are reading it from. The use of web beacons is commonplace, but it does mean a third party server, operated by a third party service provider, will receive your internet protocol address, the type of web browser you are using, and the existence of any cookies previously saved to your device from earlier visits. The owner of the third party server can store all

of the information, assign it a unique tracking token, and monitor your behavior on the website over a long period of time.

**Unique Identifiers.** Over the course of your visiting and utilizing the Website, we may assign you a unique identifier to keep track of your future visits and usage. We use the identifier to gather aggregate demographic information and form a snapshot of who our users are as a whole, and we use it to personalize the information you see on the Website and, at times, the information you receive from us via our mailing list. We keep this information purely for our own internal use, and this information is not shared with others, nor is an effort made to connect a unique identifier with an individual person's identity.

### **Use of Information Collected**

Information we collect and aggregate about our users is used for a few purposes:

1. To aid you in scheduling an appointment with a health care professional.
2. To provide you with information regarding the products, services or offerings you request.
3. To improve our Website, products, Services, and offerings.
4. To communicate with you about our Website, products, Services and offerings.
5. To respond to your submission of your contact information and resume in conjunction with a job opportunity.

### **Status as Data Controller or Data Processor**

We process information (including Personally Identifiable Information) both as a Data Processor and as a Data Controller, as defined by the GDPR.

### **Health Insurance Portability and Accountability Act (“HIPAA”)**

Protected Health Information (“PHI”). PHI is your personal information that is protected under the U.S. Health Insurance Portability and Accountability Act of 1996 (“HIPAA”). HIPAA and other laws closely regulate how Bookndoc may handle, store, and share your PHI. Certain information we collect from you through the Website may be considered PHI, such as your name, address, health coverage details and health plan identification number, among other things. We use this information to connect with you health care providers. In all such cases, we will handle and process the PHI in accordance with applicable law.

After you are connected with a health care provider, we will only be informed of whether you scheduled and/or attending an appointment with the health care provider. This information is used by us only to provide the health care provider with an up to date schedule for future bookings. We will not sell, rent, lease, or disclose this information to any third-party entity or individual unless otherwise identified in this Privacy Policy. All communications between you and any health care provider we connect you with will be strictly between the health care provider and you.

## **Anonymous Information**

We may anonymize information (including Personally Identifiable Information) collected from you through the Services or via other means, including via the use of third-party web analytic tools. In this Privacy Policy, anonymized information is data that rendered anonymous in such a way that the user is not or no longer identifiable. As a result, our use and disclosure of anonymized information is not restricted by this Privacy Policy, and it may be used and disclosed to others without limitation.

## **Storage of Financial Information**

Bookndoc utilizes a third-party service provider, Square.com, to process payments. Square.com is committed to providing its merchant customers with the highest level of transaction processing security and actively combating fraud. The Website does not store or directly access any of your personal financial or payment information. Processing of any financial transactions is done through a portal, in conjunction with our third party service provider.

As stated above, Bookndoc does not directly store your financial or payment information and Bookndoc does not have direct responsibility or control over such information. As such, Bookndoc cannot and does not guarantee that the transmission of your payment information will always be secured against access from unauthorized third parties. There is always the chance that unauthorized third parties will be able to defeat the security measures taken by Bookndoc or the third parties we have contracted with. The Company makes no representations or warranties and assumes no liability or responsibility for improper access to or disclosure of your payment information due to unauthorized third-party access, errors in transmission, or other causes beyond Bookndoc's control.

## **When Information Is Disclosed**

We take your privacy seriously. We do not sell your information to any third parties and all information disclosed is the minimum amount necessary to fulfill the legitimate business purpose. We do not share personal information with companies, organizations and individuals outside of Sharecare except that we may share your information with companies, organizations or individuals outside of Bookndoc when we have your consent to do so and as otherwise described in this Privacy Policy.

For instance, we will disclose the Personally Identifiable Information you provide us to health care providers in order to connect you to them.

We may share your information with third party vendors who are bound by contractual obligations to keep Personally Identifiable Information confidential and use it only for the purposes for which we disclose it to them. We utilize these vendors for a variety of purposes, such as to send you communications via emails, help us to provide the Services to our users, analyze use of our Services, and process and collect payments.

Some of our Services are hosted by third-party providers. We may share data about you with these vendors only to enable them to perform their services.

Your Non-Personally Identifiable Information or Personally Identifiable Information may be disclosed when required by law, or when we believe that such disclosure is necessary to comply with a legal process, enforce this Privacy Policy, respond to claims that any materials or information provided by you violates the rights of a third party, or to protect the rights, property, or safety of Bookndoc, its users, members, or the public.

We do all that we reasonably can to ensure Personally Identifiable Information that is disclosed to us by our users and members is secure. We may provide Non-Personally Identifiable Information or Personally Identifiable Information to our affiliates, third party service providers, and other businesses or persons for the purposes of (1) processing such information on our behalf, and (2) promoting our services or the services of our affiliates and partners, as permitted by applicable privacy law. We require that these third parties agree to process your information in compliance with this Privacy Policy or in a similar, industry-standard manner, in compliance with applicable privacy laws, and we use reasonable efforts to limit their use of such information and to use other appropriate privacy and security measures. The use of your information by any third party entity may be subject to that party's own privacy policy and practices, and you should always read and understand the privacy policies of any entity to which you submit information.

We may share your Non-Personally Identifiable Information with third parties to illustrate Website user usage patterns for any advertisement campaigns we may run or for recruiting new health care professionals, for content we produce, to improve the Website's functionality, and to improve the services we provide.

We must reserve the right to disclose Non-Personally Identifiable Information and Personally Identifiable Information to shield ourselves from liability, to investigate and defend any third party claims or allegations, to assist law enforcement agencies, to protect the security of the Website, and to protect the rights, property and safety of Bookndoc, its members and users. We cannot make any representations regarding your information in the event Bookndoc ceases business activities, is sold, acquired or otherwise merges with another company, the Website is shut down, the server is compromised, or the domain name expires. We cannot and will not be responsible for any breach of security by any third party or for any actions of any third party on the site that, despite our best efforts, receives any of the information that is disclosed to us.

## **Security**

We work hard to protect Bookndoc and our users from unauthorized access to or unauthorized alteration, disclosure or destruction of information we hold. Bookndoc has implemented appropriate physical, electronic, and managerial procedures to safeguard and help prevent unauthorized access to your data and to maintain data security. In particular:

**We host our servers on AWS To find out more about our HIPAA compliance server click here e**

- We host our servers on AWS. AWS allows covered entities and their business associates subject to the U.S. Health Insurance Portability and Accountability Act of 1996 (HIPAA) to use the secure AWS environment to process, maintain, and store protected health information. To learn more about AWS's HIPAA compliance, you may click here: <https://aws.amazon.com/compliance/hipaa-compliance/>.
- We encrypt many of our Services using SSL;
- We review our information collection, storage and processing practices, including physical security measures, to guard against unauthorized access to systems; and
- We restrict access to Personally Identifiable Information to Bookndoc employees, contractors and agents who need to know that information in order to process it for us, and who are subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

We keep Personally Identifiable Information housed on servers in the United States. If you are located outside of the United States, information we collect (including cookies) are processed and stored in the United States. By using the Services and providing information to us, you consent to the transfer to and processing of the information in the United States.

## **Information Retention**

We will keep your information in a manner consistent with applicable data protection law. We will only keep your Personally Identifiable Information for as long as necessary for the purposes for which we process your Personally Identifiable Information or to comply with the law.

## **Informed Choice Non-Disclosure**

You are always free to opt-out of any of our Services that necessitate the exposure of your Non-Personally Identifiable Information or your Personally Identifiable Information, however, you cannot opt-out of our use of information about you in connection with your merely visiting the Website or viewing this Privacy Policy.

## **Information from California Residents**

California law permits California residents to request information from a business regarding the use of certain categories of Personally Identifiable information for the purposes of direct marketing. California residents that use the Website may request this information by sending an email to [compliance@bookndoc.com](mailto:compliance@bookndoc.com) or a letter to the

attention of Bookndoc, 447 Broadway avenue 2<sup>nd</sup> Floor suite 486. If requesting by email, please include your name used on the Website. If requesting by mail, please include your name and your postal address.

### **Information from Underage Persons**

The Website is intended for use by adults. We do not collect any information from any person that are known to be under the age of eighteen (18) without permission from a parent or guardian. If we learn that we have collected information from a person under the age of eighteen (18), we will delete that information as quickly and completely as possible.

### **Information from European Union Users**

By using the Website and providing us with your information, you authorize us to collect your information, use and store your information outside of the European Union ("EU"). All transfers of data within the European Economic Area ("EEA") will be done in accordance with the data processing requirements of the GDPR.

### **International Transfers of Information**

Personally and Non-Personally Identifiable Information may be processed, stored, and used outside of the country in which you are located. Data privacy laws vary across jurisdictions, and different laws may be applicable to your data depending on where it is processed, stored or used.

### **Privacy on Third Party Sites**

The Website may contain links to any number of other websites, including links to various third-party service providers, used for the purposes of providing information or processing your requests. Bookndoc is not responsible for the privacy practices or the content of any of those websites. Please check those websites for privacy policies and read them thoroughly prior to using their website.

### **"Do Not Track"**

Your browser may permit, or may even default, to transmitting a "Do Not Track" header to websites and online services you visit. There is currently no industry standard for what a website can, or should, do when a user transmits such a header. As a result, the Website, along with most other sites, does not recognize or modify its behavior as a result of the receipt of a "Do Not Track" header.

### **Social Networking Features**

From time to time the Website will contain "buttons" that link to various social networking platforms. Additionally, Bookndoc may maintain presences on various social networking platforms, which enable you to interact with us. These interactions range from communicating directly with Bookndoc to "sharing" or "liking" content posted by Bookndoc.

If you opt-in to using the social networking aspects of the Website, information you post or provide access to may be displayed on the Website, on the social networking

platform, or elsewhere. Similarly, if you post information on a third party platform in a way that references Bookndoc, your post and the content or images in that post may be published on the Website in accordance with the terms of this Privacy Policy or the privacy policies of the third party platform. By linking to us on a social networking platform, we may be able to find out more information about you, your connections to other users, and any other biographical information you share publically on the social networking platform.

Any information we collect, store, or control remains subject to this Privacy Policy. However, any information collected and stored by any third party, including social networking platforms, remain subject to those third parties' privacy practices.

### **Prizes, Promotions and Surveys**

From time to time Bookndoc may conduct surveys or hold sweepstakes, contests, or other promotions that necessitate requesting Non-Personally Identifiable Information and Personally Identifiable Information for the purposes of administering the surveys or promotions, determining the winners, and awarding prizes. Bookndoc collects and stores this information, such as name, mailing address, date of birth, email address, and possibly additional information, in a manner that is appropriate to the sensitivity of the data and is used only to fulfill your request. The information collected for the purposes of surveys and promotions may be merged with other information Bookndoc already knows, such as your answers to any surveys or questions sent in conjunction with the promotion.

### **Your Consent to this Privacy Policy**

By submitting Personally Identifiable Information or by visiting the Website, you consent to the collection, storage and use of information by us as specified in this Privacy Policy, unless you inform us otherwise. If we decide to change this Privacy Policy, we will update the Privacy Policy on the Website but may not otherwise draw your attention to it. Each time you access or utilize the Website or Services, provide information to us, or we receive information from you, following any amendment to this Privacy Policy, you will be signifying to us your assent to and acceptance of the revised terms for all information already collected and information that will be collected from you subsequently. We may use comments, information, feedback and correspondence that you may submit in any manner that we deem appropriate without any notice or any compensation to you.

EFFECTIVE AS OF: MARCH 4, 2019

LAST UPDATED: MARCH 4, 2019