



AdvantageHealth Corporation Website Privacy Policy

AdvantageHealth collects and uses personal data as needed in order for us to provide you with top-notch websites, social media, products, services, and support (collectively, our "Services"). Your personal data includes information such as:

- Name
- Address
- Phone number
- Email address
- Your IP address
- Credit card information
- Other data that could directly or indirectly identify you

Our Privacy Policy will explain to you what data we collect through our website, and how we use your personal data. It also describes how you can access, update, or otherwise take control of the personal data that we have collected from you.

What data is collected?

Most of your personal data is collected from you when:

- You sign up for our Services;
- You request assistance from our customer support staff;
- You complete surveys, campaigns/challenges, health risk assessments, biometric screenings, subscribe to newsletters, or request other information from us;
- You participate in events, apply for a job, or participate in activities where we may require information about you.

In order to deliver the best Services to you, we may collect the following information:

- **Account related information** is collected when you sign up for our Services. This information may include your name, address, phone number, date of birth, email address, credit card information, etc.
- **Service usage data** is automatically collected when you interact with our Services. This information may include data about your interactions with the features, content and links contained in our Services, time of interaction, browser type and configuration, operating system used, IP address, language preferences, and other cookie data. While none of this data will allow us to directly identify who you are, some of this data can be used to approximate your location.

How do we collect personal data?

When you visit or interact with our website or Services, we or our authorized third-party service providers may use cookies, web beacons and other similar technologies, which are small files placed on

8011 34th Avenue South • Suite 216 • Bloomington, MN • 55425

phone 612.823.4470 • fax 952.303.6818

www.advantagehealth.com



your computer, tablet, mobile phone, or whatever device you are browsing with (collectively, "device") that allows us to record information when you visit or interact with our websites, applications, and other tools. These technologies are in place to make your experience better, for advertising purposes, and to allow us to improve our website and Services. By continuing to use our website and Services, you are agreeing to our use of cookies, web beacons and similar technologies as described within this Privacy Policy in regard to your online behavior (analyze web traffic, web pages you spend the most time on, and websites you visit).

Cookies are small text files that are placed in the memory of your browser or device when you visit a website. They allow the website to recognize that particular browser or device. We use cookies in various ways, such as:

- Authenticating you on our website so that we can provide the services you requested.
- Keeping track of information, you have provided us (for example, keeping items in your shopping cart).
- Remembering your website preferences.
- Measuring your use of our websites so that we can improve them and tailor them to your interests.

Web beacons are snippets of programming code included in web pages, emails, and ads that notifies us or our trusted third-party service providers when those web pages, emails or ads have been viewed or interacted with.

Cookies, web beacons and similar technologies serve various purposes, but are essential in allowing our websites and services to function properly. Without these technologies, we will not be able to provide you with essential features such as secure areas and shopping carts. Accepting the use of these technologies is a condition of using our websites, services, and other applications.

You may block cookies by activating the setting on your browser that refuses cookies. If you choose to block all cookies, it may limit your use of certain features and functions on our website or service. Unless you have adjusted your browser settings to refuse cookies, our system will automatically issue cookies as soon as you visit our website.

You may withdraw your consent at any time by deleting your cookies through your browser settings.

Supplementary data may be received about you from third-party sources, such as public databases. We may combine this data with the information we already have about you in order to maintain accuracy of our records, and provide products and services that you may be interested in.

How do we store, use, share and disclose personal data?

We believe in minimizing the data we collect. We will only use your data when we have been given permission to do so, when it is needed to deliver the Services that you have purchased, or for legal compliance or other lawful purposes. These usages include:

8011 34th Avenue South • Suite 216 • Bloomington, MN • 55425

phone 612.823.4470 • fax 952.303.6818

w w w . a d v a n t a g e h e a l t h . c o m



Delivering, updating, and improving the Services that we provide to you. We collect various data relating to your purchase, use, and interactions with our Services. We use this data to:

- Improve and optimize the performance of our Services.
- Identify and investigate security risks, errors, problems, and needed enhancements to our Services.
- Detect and prevent fraud and abuse of our Services.
- Collect statistics about the use of our Services.
- Analyze how you use our Services and which of our Services are most relevant to you.

Most of the data that we collect is statistical data about how people use our Services and is not linked to any personal data.

Sharing with trusted third parties. We may share your personal data with affiliated companies within our corporate family and with trusted third-party service providers in order for them to perform certain tasks on our behalf. This may include:

- Processing credit card payments
- Delivering content and communications to you (such as email and our e-newsletter)
- Analyzing Services usage and customer demographics
- Serving advertisements
- Conducting health risk assessments or wellness campaigns/challenges
- Managing customer relationships

We only share what is needed for the third party to perform the tasks on our behalf. These third parties are prohibited from using, sharing, or keeping your personal data for any other purpose, and are bound to strict data processing terms and conditions.

Communicating with you. We may contact you directly or through a third-party service provider regarding the Services that you have purchased or subscribed to. We may also contact you with offers for additional services if you give us consent, or when it is allowed based on legitimate interests. The methods of contact may include emails, phone calls and/or text messages.

Targeted Advertisements. Our third-party partners may use technologies such as cookies to gather information regarding your activities on our web pages and other websites in order to provide you with advertising based on your interests, and to measure the effectiveness of the advertisements.

Compliance with legal, regulatory, and law enforcement requests. We cooperate with law enforcement and government officials and private parties to comply with the law. We will, in our sole discretion, disclose any information about you to such parties as necessary to respond to claims and legal processes, to protect our property and rights or the property and rights of a third party, to protect the safety of the public or an individual, or to prevent or stop illegal or unethical activity.

8011 34th Avenue South • Suite 216 • Bloomington, MN • 55425

phone 612.823.4470 • fax 952.303.6818

www.advantagehealth.com



If we are legally permitted to do so, we will take reasonable steps to notify you in the event we are required to provide your information to third parties as part of a legal process.

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall. Some of the reasons we may use your personal information include:

- **Email Marketing**

We may use your personal information to contact you with newsletters, marketing, or promotional materials and other information that may be of interest to you. You may opt-out of receiving any, or all, of these communications from us by following the "unsubscribe" link or instructions provided in any email we send or by contacting us. We may also use email marketing service providers, such as Constant Contact, to manage and send emails to you.

- **Blog**

Our website may offer publicly accessible blogs. You should know that any information You provide in these areas may be read, collected, and used by others who access them. To request removal of your personal information from our blog, contact us. In some cases, we may not be able to remove your personal data, in which case we notify you and provide an explanation why we cannot do this.

- **Testimonials**

AdvantageHealth Corporation displays personal testimonials of satisfied customers on our website in addition to other endorsements. With your consent, we may post your testimonial along with your name and company logo, if applicable. If you wish to update or delete your testimonial, please contact us.

- **Social Media Widgets**

Our website may include social media features, such as the Facebook "like" button and widgets 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.

- **Website Analytics**

We use various third-party web analytics tools such as Google Analytics to collect information on how you interact with our website. This data may include information on which pages you visit, how much time you spend on each page, which operating system and browser you use, and geographic location information. These tools will place cookies in your browser for this purpose,

8011 34th Avenue South • Suite 216 • Bloomington, MN • 55425

phone 612.823.4470 • fax 952.303.6818

www.advantagehealth.com



which can only be used by the service provider. The data collected may be transmitted to and stored by these service providers in a country other than where you reside. This information does not include personal data such as names, address, email addresses, etc., and will be stored and used in accordance with their own privacy policies. You can control the technologies that we use by deleting your cookies through your browser settings.

- **Data Processing in Connection with Google Analytics**

Google Analytics uses cookies, which are text files saved on your computer, to help the website analyze your use of the site. The information generated by the cookie (including the truncated IP address) about the use of the website will normally be transmitted to and stored by Google.

Google Analytics is used exclusively with the extension "_anonymizeIp ()" on our website. This extension ensures an anonymization of the IP address by truncation and excludes a direct personal reference. Via this extension, Google truncates your IP address within member states of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional situations will your full IP address be transmitted to Google servers in the United States and truncated there. The IP address, that is provided by your browser in using Google Analytics, will not be merged by Google with other data from Google.

On behalf of the site operator, Google will use the information collected to evaluate the use of the website, to compile reports on website activity and to provide other website and internet related services to the site operator (Art. 6 (1)(f) GDPR). The legitimate interest in data processing lies in the optimization of this website, the analysis of the use of the website and the adaptation of the content. The interests of the users are adequately protected by the pseudonymization of their data.

Google LLC. offers a guarantee to maintain an adequate level of data protection on the basis of European standard contractual clauses. The data sent and linked to the Google Analytics cookies, e.g., user IDs or advertising IDs will be automatically deleted after 50 months. The deletion of data whose retention period has been reached is carried out automatically once a month.

You may refuse the use of cookies by selecting the appropriate settings in your browser. You can also prevent Google from collecting information (including your IP address) via cookies and processing this information by downloading this browser plugin and installing it: <http://tools.google.com/dlpage/gaoptout>

Further information concerning data processing and use by Google, the settings and deactivation possibilities can be found in the Google Privacy Policy at <https://policies.google.com/privacy>

8011 34th Avenue South • Suite 216 • Bloomington, MN • 55425

phone 612.823.4470 • fax 952.303.6818

w w w . a d v a n t a g e h e a l t h . c o m



- **reCAPTCHA**

We use the reCAPTCHA service provided by Google LLC (Google) to protect your submissions via internet submission forms on this site. This plug-in checks if you are a person in order to prevent certain website functions from being (ab)used by spam bots (particularly comments). This plug-in query includes the sending of the IP address and possibly other data required by Google for the Google reCAPTCHA service. For this purpose, your input will be communicated to and used by Google. However, your IP address is previously truncated by Google within member states of the European Union or in other states which are party to the agreement on the European Economic Area and is, as such, anonymized. Only in exceptional cases is a full IP address transmitted to a Google server in the United States and truncated there. On behalf of the operator of our website, Google will use this information to evaluate your use of this service. The IP address provided by reCaptcha from your browser shall not be merged with any other data from Google.

This data collection is subject to the data protection regulations of Google (Google Inc.). By using the reCAPTCHA service on our website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Age Restrictions

Our Services are only available for purchase for those who are over the age of 18. Our Services are not designed to target, entice, or be consumed by individuals under the age of 18. If you know of or have reason to believe someone under the age of 18 has provided us with any personal data, contact us.

Changes to our Privacy Policy

We reserve the right to modify this Privacy Policy at any time. Please review this document from time to time so that you are aware of what information we collect and how we use it.

Links to Other Websites & Third-Party Services

Our website contains links that lead to other websites. If you click on these links, AdvantageHealth Corporation is not held responsible for your data and privacy protection. Visiting those websites is not governed by this privacy policy agreement. The inclusion of third-party websites on our website in no way constitutes an endorsement of such websites' content, actions, or policies. We strongly advise you to review the Privacy Policy of every site you visit from our website.

It's important to note that third-party services, such as Google Analytics or other applications offered through the Wix App Market, placing cookies or utilizing other tracking technologies through Wix's services, may have their own policies regarding how they collect and store information. As these are external services, such practices are not covered by the AdvantageHealth Privacy Policy.

8011 34th Avenue South • Suite 216 • Bloomington, MN • 55425

phone 612.823.4470 • fax 952.303.6818

w w w . a d v a n t a g e h e a l t h . c o m



Intellectual Property Rights

We maintain our website for your information, education, and convenience. You may only download material displayed on our website for legitimate, authorized purposes and must retain all copyright, trademark and other proprietary notices contained in the material. It is strictly prohibited to modify, transmit, distribute, reuse, re-post, “frame,” or use the content of our website for public or commercial purposes including the text, images, audio, and/or video without our prior written permission.

The trademarks, logos, and service marks (the “Trademark(s)”) displayed on our website, unless otherwise specified, are either the registered and unregistered trademarks of AdvantageHealth Corporation or used under license or permission of the owner. Nothing contained in our website should be construed as granting, by implication or otherwise, any license or right to use any Trademark displayed in our website without the written permission of AdvantageHealth Corporation or any third party that may own the Trademarks displayed on our website. Your misuse of the Trademarks displayed on our website, or any other content on our website is strictly prohibited.

Everything you see or read on our website about AdvantageHealth Corporation’s products is copyrighted by us. Images of people or places displayed on our website are either the property of AdvantageHealth Corporation or licensed for our use. The use of these images by you, or anyone authorized by you, is prohibited unless you secure the necessary permission from the rights holder. Any unauthorized use of the images may violate copyright laws, trademark laws, the laws of privacy and publicity.

Accuracy

While we use reasonable efforts to include accurate and up-to-date information on our websites, we make no warranties or representations as to its accuracy, nor do we assume any liability or responsibility for any errors in the content of our websites.

Contact Us

If you have any questions, complaints, or concerns about this Privacy Policy, or wish to exercise your rights related to your personal data, you may contact us by:

- Email: kkeykal@advantagehealth.com
- Phone number: 612.823.4470 (select option “1”)
- Mail: Attn: Kristine Keykal, Privacy and Data Protection Officer, 8011 34th Avenue South, Suite 216, Bloomington, MN 55425.

8011 34th Avenue South • Suite 216 • Bloomington, MN • 55425

phone 612.823.4470 • fax 952.303.6818

w w w . a d v a n t a g e h e a l t h . c o m