



# PRIVACY POLICY

**Last Updated:** January 26, 2022

This Privacy Policy describes how Gravity Diagnostics, LLC (“Gravity” or “we”) collects, uses, shares, and discloses information about you when you access or use our websites, mobile applications, or any other applications or services that display this Privacy Policy (collectively, the “**Services**”).

Please note, this policy does not apply to patient information collected through our Services in connection with our laboratory services. If the information collected through our services is patient information provided to obtain laboratory services, the information is governed by our **Notice of Privacy Practices**.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. Should you have any questions about this policy, or our privacy practices more generally, please email us at [info@gravityDiagnostics.com](mailto:info@gravityDiagnostics.com) or call us toll free at 855.841.7111.

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## Information We Collect and How We Collect It

In this Privacy Policy, “personal information” means any information that can be used to identify, locate, or contact you. The types of information we collect depends on how you interact with us or use our services. We collect your personal information when you provide it directly to us or we may collect it when you use our mobile application or visit our websites. We may also collect certain information from third parties or publicly available sources.

### Information You Voluntarily Provide to Us

We collect some information directly from you when you voluntarily provide it to us. This could include:

- **Account Registration Information:** information relating to the creation of an account on one of our websites or mobile applications, such as your name, address, telephone number, email address, and/or username and password, if you choose to create them.
- **Billing Information:** information related to a billing or payment transaction, including things like credit or debit card information, address, and other information submitted online to register kits, schedule an appointment, and register for appointment reminders.
- **Client Services, Technical Assistance, and Other Inquiries:** information you provide when you contact us for customer support, report a problem with our Services, or otherwise communicate with us by email, telephone, in writing or through other means, including questions or comments you submit through online forms. If you contact us by phone, we may record the conversation and/or keep summaries or notes of the call.
- **Other Information You Provide:** any other information you may provide to us directly through our websites or mobile apps for things like whitepapers or surveys, or through social media.

#### Information Collected Automatically

We automatically collect certain information when you access and use our Services. This information may include location information, IP address, device identifier, browser type, operating system, information about your use of the site, internet service provider, pages that you visit before and after using the site, the date and time of your visit, information about the links you click and pages you view within the site, and other standard server log information. We may use various tools such as cookies and other online tracking technologies to collect this information. For more information, please see the “Cookies and Other Tracking Technologies” section below.

#### Information Collected From Other Sources

We may collect information about you from other sources. This can include:

- Information from third parties, such as updated address information if we discover the information, we have is no longer current.

- Publicly available sources
- Third-party social media and communication services, such as Facebook, Twitter, and Google that you use to interact with our or that allow you to share information (e.g., via plugins, widgets or other tools).

If you submit any personal information relating to other people in connection with Gravity, you represent that you have the authority to do so and permit us to use the information in accordance with this Privacy Policy.

## **Cookies and Other Tracking Technologies**

We may use a variety of technologies such as cookies, web beacons, and browser/web logs to gather information when you visit or interact with our websites, mobile applications, and e-mail communications. We also may use these technologies to collect information about your online activities over time and across third party websites or other online services. We use this information for a variety of purposes, such as to make our websites work properly, to make a user's experience more efficient, to understand how visitors interact with our websites, and to for advertising purposes.

"Cookies" are small data files stored by your web browser on your computer. Cookies may allow a website to recognize a user's device, record user preferences, track the pages a user clicks on while visiting the website, and identify the website visited immediately beforehand. You may be able to change browser settings to block and delete cookies when you access the site through a web browser. However, if you do that, the site may not work properly.

The following information explains the cookies we use and why:

- **Necessary and Functional.** Some technology is needed for the operation of our website. This includes cookies that enable basic functions such as page navigation and access to secure areas of the website. Because our website cannot function properly without this technology, it is always active. Note that while you can set your browser to block this type of technology, doing so may cause some parts of our websites to not work.
- **Analytics.** Analytics technologies are primarily used to improve our products, services, and user experiences, including the operation and layout of our website. Analytics may be conducted by us or one of our service providers. Some tracking technologies are used to collect

information about how you use our website, such as which pages you visit, how often you visit, and where you are visiting from. If you do not allow us to use analytics cookies and technologies, we will not be able to easily monitor our performance to improve our services.

- Advertising. Advertising tracking technology, such as behavioral advertising cookies, may be set by us, or by third parties. The technology is used to deliver advertisements that may be relevant to you, to limit the number of times you see an advertisement, to help measure the effectiveness of advertising campaigns, or to understand your behavior after you view an advertisement.

You can set your browser to refuse some or all cookies, or to indicate when a cookie is being sent to your computer. However, this may prevent our websites or services from working properly. You can also set your browser to delete cookies every time you finish browsing. For more information about how to manage browser cookies, please follow the instructions provided by your browser.

### Do Not Track

Some Internet browsers include the ability to transmit “Do Not Track” or “DNT” signals. Since uniform standards for “DNT” signals have not been adopted, our websites do not currently process or respond to “DNT” signals.

### **How We Use Your Information**

We may use your personal information:

- as reasonably necessary and proportionate to fulfill the purposes for which the information was provided
- to provide information, products, or services that you request
- to audit and measure user interaction with our Services, so we can improve the relevancy or effectiveness of our content and messaging
- to develop and carry out marketing, advertising, and analytics
- to provide texts or emails containing information about our products or services, or events or news, that may be of interest to recipients, as permitted by law
- to deliver content and products or services relevant to your interests, including targeted ads on third party sites

- to detect security incidents, monitor for fraudulent or illegal activity, or debugging to identify and repair errors
- to comply with laws, regulations, or other legal processes
- to establish or exercise our rights, to defend against a legal claim, and to investigate, prevent, or take action regarding possible misconduct

We may also use your personal information to:

- provide you with the services and products you request or that have been ordered and/or requested by your healthcare provider
- process or collect payments for our services
- respond to your questions, requests, and any other communications from you, including to provide customer support

If you are using our websites or applications in connection with our HIPAA covered services, please refer to our [Privacy of Policies Statement](#) which describes how we use and disclose your protected health information, our legal duties with respect to your protected health information, and your rights with respect to your protected health information and how you may exercise them. In connection with HIPAA covered services, in the event of conflict between this Notice and our HIPAA Notice of Privacy Practices, our HIPAA Notice of Privacy Practices will prevail.

### **How We Share Your Information**

We may share the information we collect as described below. When we share information, either within our company or with others, we take reasonable steps to require any recipients to uphold similar protections for information as that provided by Gravity.

- **Service Providers/Vendors/Third Parties:** We work with others to manage or support some of our business operations and services including customer support, web hosting, information technology, payment processing, product fulfilment, fraud control, direct mail and email distribution, and advertising and analytics services. These entities may be located outside of your country of residence or the country in which you are located.

- **For Legal Purposes:** We may disclose relevant information as may be necessary or required for legal, compliance, or regulatory purposes. This includes, for example, disclosures that are required to: (i) respond to duly authorized information requests of police and governmental authorities; (ii) comply with any law, regulation, subpoena, or court order; (iii) investigate and help prevent security threats, fraud, or other malicious activity; (iv) enforce/protect the rights and properties of Gravity; (v) protect the rights or personal safety of Gravity, our employees, and third parties; or protect the security of our websites, systems, information, premises, or property.
- **In the event of a business transaction,** such as if we sell or transfer all or a portion of our business or assets (e.g., further to a merger, reorganization, liquidation, or any other business transaction, including negotiations of such transactions), we reserve the right to disclose any information we obtain through the Services.
- **Otherwise with Your Consent:** We may also share information about you with third parties if we ask you, and you provide, consent to such sharing.

## Your Choices

### Marketing Communications

You may choose to provide us with your email address for the purpose of allowing us to send you information about our products or services, or events or news we think may be of interest to you. You can opt out of receiving promotional emails by following the unsubscribe instructions in the e-mails that you receive from us. If you decide not to receive promotional emails, we may still send you transactional communications, such as those about your account or other service-related communications.

### [How to Review and Change Your Personal Information within Gravity Mobile](#)

If you register for Gravity Mobile, you may review and change your personal information by logging into the application, clicking the menu icon on the upper left, and then click on “Accounts.”

## Keeping Your Information Secure

We endeavor to incorporate commercially reasonable measures to help protect and secure your personal information from unauthorized access, use, or disclosure. However, no data transmission over the Internet or electronic storage of information can be guaranteed to be 100% secure. Consequently, Gravity cannot and does not ensure or warrant the security of your information, and you understand that any information that you provide to Gravity through our application or websites is transmitted at your own risk.

#### How can you help protect your information?

If you are using a Gravity website or application for which you registered and chose a password, you should not divulge your password to anyone. We will never ask you for your password in an unsolicited phone call or in an unsolicited email. Also remember to sign out of the Gravity website and close your browser window when you have finished your work.

Please note that unencrypted email is not a secure method of transmission, as information in such emails may be accessed and viewed by others while in transit to us. For this reason, we prefer that you not communicate confidential or sensitive information to us via regular unencrypted email. We will, however, honor patient request for communications through unencrypted email.

#### **Linked Websites**

Our Services may contain links to other websites that we do not own or operate. If you access those links, you will leave our Services. Gravity does not control those third-party websites or their privacy practices, which may differ from ours. We do not endorse or make any representations about third-party sites, including about the content or security of those sites. The information you choose to provide to or that is collected by these third parties is not covered by this Privacy Notice. We therefore recommend that you review the privacy notice of any third-party websites.

#### **Changes To This Privacy Policy**

We reserve the right to change this Privacy Policy at our discretion. We will indicate such changes by updating the “Last Updated” legend at the top of this Privacy Policy. We encourage you to periodically review this Privacy Policy; your continued use of this website after any update to this Privacy Policy will constitute your acceptance of the changes.

**Effective Date:** January 01, 2022