

Syntax Health Website Privacy Policy

Welcome to the Syntax website, accessible from <https://www.meetsyntax.com/> and the Syntax website application. The website is owned and operated by Syntax Health (“**Syntax**”, “**we**”, “**our**”, or “**us**”). One of our main priorities is the privacy of our visitors. This Privacy Policy describes the types of information we collect through the Syntax website or related web applications (the “**Sites**”) and how we use it. Your use of any functionality on the Sites as well as the mobile and online functionalities is governed by this Privacy Policy.

If you have any questions or need additional information about the Privacy Policy or our information collection practices, please contact us using the information in the **Contact Us** section below.

1. Information We Collect

(a) Information You Provide Us

We may ask you to provide us with certain categories of information on our Sites when you contact us, access your account, or otherwise interact with us on the Sites. Additionally, we may receive information about you if you contact us directly or send us any messages and/or attachments.

For purposes of this Privacy Policy, “**personally identifiable information**” means individually identifiable information about an individual consumer collected online by us from that individual and maintained by us in an accessible form. This may include but is not limited to: first and last name; a home or other physical address; email address; phone number; social security number; and any other identifier that allows someone to contact or identify a specific individual.

The personally identifiable information that you are asked to provide, and the reasons why you are asked to provide it will be made clear to you at the point we ask you to provide it.

Aggregated, anonymized, and de-identified information. We may collect and create aggregated, anonymous or de-identified information from personally identifiable information by removing components that make the information personally identifiable to you or through obfuscation or other means. Our use of aggregated, anonymized, and de-identified information is not subject to this Privacy Policy.

(b) Information Collected or Stored As You Access and Use the Sites

In addition to any personally identifiable information or other information that you choose to submit to us via the Sites, we and our third-party service providers may use a variety of technologies that automatically (or passively) store or collect certain information whenever you visit or interact with our website (“**Usage Information**”). This Usage Information may be stored or accessed using a variety of technologies that may be downloaded to your personal computer, browser, laptop, tablet, mobile phone or other device (“**Device**”) whenever you visit or interact with the Sites.

To the extent we associate Usage Information with your personally identifiable information we collect directly from you on the Sites, we will treat it as personally identifiable information. Usage Information may include:

- your IP address, UDID, advertising identifier or other unique identifier (“**Device Identifier**”). A Device Identifier is a number that is automatically assigned to your device used to access the Website, and our computers identify your device by its device identifier;
- your device functionality, including browser, operating system, hardware, mobile network information;
- the URL that referred you to the Sites;
- the areas within the Sites that you visit and your activities there, including remembering you and your preferences;
- your device location;
- your device characteristics;
- certain other device data, including the time of day you access the Sites and other usage information

(c) Cookies and Similar Tracking Technologies

We may use various methods and technologies to store or collect information which may be linked to you. We use and allow third parties to use essential and non-essential cookies, online tracking tools, web beacons, and similar technologies (collectively, “**cookies**”) on the Sites. We collect and process this information to support the functionality on the Sites and to better understand your preferences.

Cookies on the Sites generally fall into the following categories:

- **Strictly Necessary Cookies:** These are required for the operation of the Sites. They include, for example, cookies that enable you to log into secure areas. These cookies are session cookies which are erased when you close your browser.
- **Analytical/Performance Cookies:** These allow us to recognize and count the number of users of the Sites and see how such users navigate through the Sites. This helps improve how the Sites work, for example, by ensuring that users can find what they are looking for easily. These cookies are session cookies which are erased when you close your browser.
- **Targeting Cookies:** These record your visit to the Sites, the pages you visit and the links you follow so we can recognize you and track your activity on the Sites and other websites you visit. These cookies are persistent cookies because they remain on your device for us to use during your next visit to the Sites. You can delete these cookies via your browser settings.

Use of Cookies. We advertise in a number of ways, including online through managed social media presences, and on other unaffiliated sites and mobile applications. To understand how our advertising campaigns are performing, we may collect certain information via cookies on the Sites through our advertising service providers. The information we collect includes IP addresses, the number of page visits, pages viewed via the Sites, search engine referrals, browsing activities over time and across other websites following your visit to the Sites.

We also use certain information to identify new visitors to the Sites, recognize returning visitors, better understand our audience, customers, or other visitors to the Sites, and determine whether you might be interested in new products or services.

We also utilize tracking technologies to collect and record your activities and movements across the Sites throughout your browsing session, including to track button clicks, mouse movements, scrolling, resizing, touches, keystrokes, data entered, device information and orientation, browser visual elements, and screen size ("**Session Data**"), for purposes of our own internal analytics and improving our products, services, and user experience. Such tracking may include recorded sessions, which we may play back for these purposes.

We may share Session Data with our third-party analytics or service providers, which may change from time-to-time, for these purposes, who will use the Session Data solely on our behalf and for our benefit. Please review how you consent to the collection, use, and sharing of Session Data within our Terms of Use.

Your browser may give you the ability to control cookies. How you do so, however, depends on your browser and the type of cookie. Certain browsers can be set to reject all browser cookies. If you configure your computer to block all cookies, you may disrupt certain web page features, and limit the functionality we can provide when you visit or use the Sites, however you will still have access to the Sites.

(d) Analytics and Interest-Based Advertising

We work with online advertising vendors to provide you with relevant and useful ads. This may include ads served on or through the Sites. This may also include ads served on other companies' websites. These ads may be based on information collected by us or third parties. For example, your postal code may be used to target an ad for people in your area. These ads may also be based on your activities on the Sites or on third-party websites.

(e) Communications and Marketing

You can opt out of receiving certain promotional communications (e-mails or text messaging) from us at any time by (i) for promotional e-mails, by following the instructions as provided in e-mails to click on the unsubscribe link, or if available by changing your communication preferences by logging onto your account; and (ii) for text messages, by following the instructions as provided in text messages from us to text the word, "STOP". Please note that your opt-out is limited to the e-mail address or phone number used and will not affect subsequent subscriptions. If you opt-out of only certain communications, other subscriptions may continue. Even if you opt out of receiving promotional communications, we may, subject

to applicable law, continue to send you non-promotional communications, such as those about your account, transactions, servicing, or our ongoing business relations. In addition, you may opt-out of our future sharing of your personally identifiable information with third parties as part of a cooperative database with those third parties and for those third parties' direct marketing by e-mailing us at info@meetsyntax.com.

2. How We Use Your Information

We generally process and use the personally identifiable information we collect from you in the following ways:

- Provide, operate, and maintain the Sites
- Improve, personalize, and expand the Sites
- Understand and analyze how you use the Sites
- Develop new features and functionalities
- Communicate with you in accordance with your preferences to provide you with updates and other information relating to the Sites, and for marketing and promotional purposes through email and any other channels you choose to communicate with us
- To process your information, including verifying your information is active and valid
- To contact you with regard to your use of the Sites and, in our discretion, changes to the any of the website and/or any of the Sites' policies
- To prevent unauthorized, improper, or illegal activities on the Sites
- For internal business purposes
- For purposes disclosed at the time you provide your information or as otherwise set forth in this Privacy Policy or for any other legal purpose not inconsistent with this Privacy Policy
- We may also use your personally identifiable information when you comment to or add content to the Sites
- We may also use your personally identifiable information: (1) to specifically target relevant advertisements or content to you, including making recommendations based on your activities; (2) to understand the usefulness to you of the advertisements or content that have been delivered to you; and (3) when you comment to or add content to the Sites

3. How We Share Your Information

(a) When You Request Information From or Provide Information to Third Parties

You may be presented with an option on the Sites to receive certain information and/or marketing offers directly from third parties or to have us send certain information to third parties or give them access to it.

(b) Third Parties Providing Services on Our Behalf

We may use third-party vendors to perform certain services on our behalf, such as hosting the Sites, designing and/or operating the features, tracking the activities and analytics, and enabling us to perform other administrative services on the Sites. We may provide these vendors with access to user information, including Device Identifiers and personally identifiable information, to carry out the services they are performing for you or for us. Third-party analytics and other service providers may set and access their own tracking technologies on your device and they may otherwise collect or have access to information about you including personally identifiable information, about you. We are not responsible for those third-party technologies or activities arising out of them. However, some may offer you certain choices regarding their practices.

(c) To Deliver Marketing and Advertising

We, and others we work with (e.g., third party publishers, advertisers and advertising services providers) may use the personally identifiable information we have collected in connection with the Sites to target and deliver content and advertisements to you and other users, both on and off of the Sites.

(d) To Protect Our Rights and The Rights Of Others

To the fullest extent permitted by applicable law, we may also disclose your information if we believe in good faith that doing so is necessary or appropriate to: (i) protect or defend our rights, safety or property of Syntax or third parties (including through the enforcement of this Privacy Policy and other applicable agreements and policies); or (ii) comply with legal and regulatory obligations (e.g., pursuant to law enforcement inquiries, subpoenas, or court orders). To the fullest extent permitted by applicable law, we have complete discretion in electing to make or not make such disclosures, and to contest or not contest requests for such disclosures, all without notice to you.

(e) Affiliate and Business Transfer

We may share your personally identifiable information with our affiliates. We also reserve the right to disclose and transfer all such information: (i) to a subsequent owner, co-owner or operator of the Sites or applicable database; or (ii) in connection with a merger, consolidation, restructuring, the sale of substantially all of our interests and/or assets or other corporate change, including during the course of any due diligence process.

4. Exercising Choice and Change Preferences

(a) Accessing and Changing Information

The Sites may provide web pages or other mechanisms allowing you to delete, correct or update some of the personally identifiable information you have provided us. We will make good faith efforts to make requested changes in our then-active databases as soon as practicable, but it is not always possible to completely change, remove or delete all of your

information or public postings from our databases and residual and/or cached data may remain archived thereafter. Further, we reserve the right to retain data (i) as required by applicable law; and (ii) for so long as reasonably necessary to fulfill the purposes for which the data is retained as permitted by applicable law (e.g., business records).

(b) Your California Privacy Rights California Civil Code Section 1798.83 (“Shine the Light” Law) permits California residents who have supplied personally identifiable information, as defined in the statute, to us to, under certain circumstances, opt-out on a going forward basis of any such sharing or receive more information about such practices, if any. If you are a California resident, you may exercise this opt-out or inquire further about how we comply with Section 1798.83 by e-mailing us at info@meetsyntax.com. Any such request must include “California Privacy Rights Request” in the first line of the description and include your name, street address, city, state, and ZIP code. Please note that we are only required to respond to one request per customer each year, and we are not required to respond to requests made by means other than through this e-mail address or mail address. California minors should see Section 5 regarding removal of certain content they have posted.

5. Children’s Information

We do not knowingly collect any personally identifiable information from children under the age of 13. If you think that your child provided this kind of information on the Sites, we strongly encourage you to contact us immediately, and we will do our best efforts to promptly remove such information from our records.

6. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. Thus, we advise you to review this page periodically for any changes. We will notify you of any changes by posting the new Privacy Policy on this page.

7. Contact Us

If you have any questions or suggestions about our Privacy Policy, please contact us using the following information: info@meetsyntax.com.

Please note that information submitted through the website via the Contact Us function or other similar customer inquiry function may not receive a response. We will not use the information provided by you in a customer inquiry communication to contact you for marketing purposes unrelated to your request unless you agree otherwise.

