

# Privacy

## Privacy Policy

Effective Date: May 5, 2020

IVme, including its subsidiaries (collectively, "IVme," "we," or "us") is committed to protecting your privacy and providing a safe online experience. This Privacy Policy (the "Privacy Policy") applies to the IVme Website (the "Website" or "Site"). By using the IVme Website, you consent to the practices described in this statement. If you do not agree with the terms of this Privacy Policy, please refrain from using our Site.

### 1. **Applicability**

This Privacy Policy is a statement of how information about you is collected from **the** Website, used and potentially shared by IVme. Specifically, this Privacy Policy will tell you:

- what Personal Information we collect on our Website;
- what are your choices as to your Personal Information;
- how we use your Personal Information and with whom we share it; and
- how we protect your Personal Information.

Personal Information is any information that directly and indirectly identifies an individual user or that could be reasonably linked to a particular person, computer, or device ("Personal Information"). This information includes, but is

not limited to: (i) your name; (ii) mailing address; (iii) telephone number; (iv) financial account information; (v) email address; and (vi) other, similar information.

## **2. Changes**

IVme reserves the right to amend this Privacy Policy at any time in its sole discretion. If we do, we will update the “effective date” at the top of this Privacy Policy and make sure to notify you about any material changes either by displaying a prominent notice on top of the IVme Website or emailing you directly. Changes, revisions or deletions with regard to this Privacy Policy shall be effective immediately upon their inclusion in, or deletion from, this Privacy Policy and the posting of the same in this Privacy Policy on the Website.

You are encouraged to revisit this Privacy Policy from time to time in order to review any changes that have been made. Your continued access and use of the Website following the posting of any such changes shall indicate your acceptance of the same.

## **3. Purposes and Uses of Your Personal Information**

We generally use your Personal Information for the following purposes:

- as required by law;
- as necessary for the performance of a contract with you, and our business partners in order to run our Website;

- to handle contact and user support requests submitted via forms on our Website or email;
- to improve our services and the Website;
- to conduct IVme marketing campaigns;
- to ensure security on our Website; and
- with your explicit and informed consent.

We will only use your Personal Information for the purposes for which it was originally collected. If we need to use your Personal Information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so. Please note that we may process your Personal Information without your knowledge or consent if we believe that it is reasonably necessary to comply with applicable laws.

#### **4. Types of Personal Information Collected**

We will only collect Personal Information about you that is adequate, relevant and limited to what is necessary.

**IVme Appointment.** When you schedule an appointment online, we ask for and collect Personal Information such as your name, valid email address, address, phone number and credit card information.

**Website Forms.** If you express an interest in receiving information about our services by using any of the forms on our Website, we will collect Personal

Information such as your name, valid email address, phone number and areas of interest.

**Automated Information.** We automatically receive and record information from your browser about devices you use to access our Website. This includes things like IP addresses, the type of browser and device you use, the webpage you visited before coming to our sites, and identifiers associated with your devices. We also use “cookies” and various other tracking technologies (e.g., cookies and beacons) to collect and store information about your use of our Website. We use these tools to ensure that you receive a personalized experience, and to keep your account safe.

## 5. **Cookies and Other Tracking Technologies**

We use common tracking technologies, such as log files, cookies, web beacons, and similar tools to automatically collect information about you, which may contain Personal Information. This information is used to analyze how our Website is used, to guarantee security of our Website and to improve our services.

**Log Files.** Either directly, or through our hosting service provider, we may automatically receive and record information from your Internet browser, including your IP address (the Internet address of your PC), your computer’s name, the type and version of your web browser, referrer addresses, where the computer is routing from and other generally-accepted log information. We may also record page views (hit counts) and other general statistical and

tracking information that will be aggregated with information about other users in order to understand how our Website is being used, and for security and monitoring purposes.

**Email Tracking.** We may send emails that use a “click-through URL” linked to content on our Website. When you click one of these URLs, you pass through our web server before arriving at a destination webpage. We track this click-through information to help determine interest in particular topics and measure the effectiveness of our communications. If you prefer not to be tracked simply do not click text or graphic links in the email.

**Cookies.** As mentioned above, IVme utilizes “cookies” to track and store information about **Website** users. “Cookies” are alphanumeric identifiers in the form of text files that are inserted and stored on your hard drive. Cookies track your personal preferences and activities. If you do not want cookies to be inserted into your hard drive, you can disable its ability to accept and receive cookies through your web browser. However, keep in mind that if you disable your hard drive’s ability to accept and receive cookies, you may not be able to fully utilize all of the convenience and additional features of **the** Website. IVme uses cookies on **its Website** for the following purposes: to serve you better by remembering your user preferences; to improve our Website; to make our Website function properly; and to provide a secure browsing experience during your use of our Website.

We use the following types of cookies on our Website:

**Strictly Necessary Cookies.** These cookies are essential because they enable you to move around our Website and access its secure areas. Without these cookies, some functionalities on the Website will not work properly. These cookies do not gather information about you for marketing purposes. This category of cookies is essential for our Website to work and they cannot be disabled.

**Functional Cookies.** We use functional cookies to remember your choices so we can tailor our Website to provide you with enhanced features and personalized content. For example, these cookies can be used to remember your name or preferences on our Website. We do not use functional cookies to target you with online marketing. While these cookies can be disabled, this may result in less functionality during your use of our Website.

**Performance or Analytic Cookies.** These cookies collect anonymous passive information about how you use our Website, including webpages you visit, and links you click. We use the information collected by such cookies to improve and optimize our Website. We do not use these cookies to target you with online marketing. You can disable these cookies.

## **Your Choices**

Your browser may provide you with the option to refuse some or all browser cookies. You may also be able to remove cookies from your browser. You can exercise your preferences in relation to cookies served on our Site by taking the steps outlined below.

**First-Party Cookies.** You can use the browser with which you are viewing this Site to enable, disable or delete cookies. To do this, follow the instructions provided by your browser (usually located within the “Help”, “Tools” or “Edit” settings). Please note, if you set your browser to disable cookies, you may not be able to access secure areas of the Site. Also, if you disable cookies other parts of the Services may not work properly.

## 6. **Sharing Personal Information with Third Parties**

If we have collected Personal Information from you, we will not disclose your Personal Information to third parties without your express consent, except in the following circumstances:

**Business Partners.** We employ other companies to perform functions on our behalf, such as maintaining the Website, collecting information, sending and responding to electronic mail and other functions necessary to support IVme, the Website and the products and services that we offer. We will provide our business partners with only that Personal Information necessary to perform their functions and instruct them not to use your information for any purpose inconsistent with this Privacy Policy. We require the companies we work with

agree contractually to comply with privacy laws and to maintain protections for Personal Information consistent with this Privacy Policy.

**Within Our Corporate Organization.** We may share your personal information with our subsidiaries and affiliates in order to provide you with the Site or services and take actions based on your request, as well as for the purpose of management and analysis. For example, we may share your information with our subsidiaries and affiliated companies to administer our loyalty programs, process orders and requests, and expand and promote our Site and services.

**Legal.** We will reveal Personal Information about you to the extent we reasonably believe we are required to do so by law. If we receive legal process calling for the disclosure of your Personal Information, we may attempt to notify you via the contact information you provided (if any) within a reasonable time before we respond to the request, unless such notification is not permitted. In addition, we may share your Personal Information with third parties as otherwise permitted by law in order, for example, to protect against fraud, the confidentiality or security of our business records or to comply with applicable legal requirements.

**Transfer of Ownership.** We shall be entitled to transfer Personal Information to a third party in connection with a sale or merger of a Website or a business unit. If we transfer your Personal Information, we will do so under this Privacy Policy, provided the acquiring third party has agreed to safeguard your

Personal Information with protections that in all material respects are the same as or more protective than those set out in this Privacy Policy.

**Consent.** We may disclose your personal information for any purpose with your consent.

## **7. Changing or Removing Information; Opting Out**

We give our users appropriate control over their Personal Information. You can contact us to change or update discretionary information that you have previously submitted.

If we send you bulletins, updates, surveys or other unsolicited communications that are marketing-related materials, we will provide you with the ability to decline – or “opt-out of” – receiving such communications.

Instructions for opting-out will be provided if and when we determine to send you such a communication. Please understand that you will not be allowed to “opt-out of” formal notices concerning operation of this Website, and legal and other related notices concerning your relationship to the Site.

Finally, if you request, we will remove your name and all other Personal Information from our databases. Please understand, however, that it may be impossible to remove this information completely, due to backups and records of deletions. In addition, please understand that, if you request deletion of your information, you will be unable to utilize associated features of the

Website and any associated services. You may not remove de-identified, anonymous, or aggregate data from our databases.

## **8. Security of Your Personal Information**

IVme utilizes commercially reasonable physical, administrative and technical safeguards to protect security of any Personal Information submitted by you through our Website. One of such safeguards is HTTPS protocol that we use to ensure that your Personal Information is kept confidential.

Our security systems are structured to deter unauthorized access to Personal Information you provide to us. Please understand, though, that information processing activities can never be 100% secure. Due to the nature of Internet communications and evolving technologies, we cannot provide, and disclaim, assurance that the information you provide us will remain free from loss, misuse, or alteration by third parties who, despite our efforts, obtain unauthorized access.

## **10. Retention**

We will retain your Personal Information for the length of time needed to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

## **11. Links to Third Party Sites**

IVme Website may contain links to other websites. This Privacy Policy applies solely to **our** Website, and IVme makes no representations or warranties

about, nor is it responsible for, the privacy practices of other websites. When you enter a linked website, IVme encourages you to read the privacy policy of that linked website, as its privacy policy may differ substantially from that of **the Website**.

## **12. Children's Personal Information**

We do not knowingly or intentionally collect Personal Information from minors. If you are under 18, you may use our Website only with your parent or guardian's consent. Please contact us if you believe we have collected Personal Information about a child without consent so we can take appropriate measures and delete it.

## **13. Contact Us**

We encourage you to provide us with feedback regarding this Privacy Policy. If you have questions, comments or concerns regarding this Privacy Policy, please call us at 1.312.350.1822 and ask for the marketing department.