

Privacy Policy

Market Perceptions and HealthCare Research, on behalf of its subsidiaries and divisions (collectively, “**Market Perceptions,**” “**HealthCare Research,**” “**us,**” “**we,**” or “**our**”) is committed to building user trust and confidence by promoting and complying with, business practices that help protect the privacy of our customer and user data. This Privacy Policy covers all information collected by us.

Market Perceptions and HealthCare Research has prepared this Privacy Policy to describe to you, or if you represent an entity or other organization, that entity or organization, (in either case, “**you,**” “**your,**” or “**User**”) our practices regarding the personal information that Market Perceptions and HealthCare Research collects, uses, and shares regarding our online informational platform (the “**Platform**”) accessed through the website located at <http://www.HealthCareResearch.com/> and <http://www.MarketPerceptions.com/> and any other websites operated by Market Perceptions and HealthCare Research (each, a “**Site**”) or using mobile applications provided by and on behalf of Market Perceptions and HealthCare Research (each, an “**Application,**” and each Site and Application treated as a part of the “**Platform**” for purposes of this Privacy Policy).

Market Perceptions and HealthCare Research reserves the right, at any time, to modify this Privacy Policy. If we make revisions that change the way we collect, use, or share personal information, we will post those changes in this Privacy Policy. You should review this Privacy Policy periodically so that you keep up to date on our most current policies and practices. We will note the effective date of the latest version of our Privacy Policy at the end of this Privacy Policy.

Please read this Privacy Policy carefully to understand Market Perceptions and HealthCare Research’s views and practices regarding your personal information and how we will treat it. **By visiting this Platform, you are freely accepting and consenting to the practices in this Privacy Policy.** You may withdraw your consent at any time and for any reason with effect to future data processing by contacting us at the address listed below in the Section titled “**Communications**”. Without your consent, Market Perceptions and HealthCare Research will use personal information, only insofar as such processing is permitted by applicable law (e.g., for the performance of a contract or agreement between Market Perceptions and HealthCare Research and you) or where such processing is necessary for compliance

with a legal obligation to which Market Perceptions and HealthCare Research is subject.

COLLECTION OF PERSONAL INFORMATION

Through your interactions with the Platform, Market Perceptions and HealthCare Research collects “**personal information**,” which is information that identifies an individual or relates to an identified individual. Non-personal information means information that does not directly identify an individual. We collect both types of information about you.

The following provides some examples of the type of data that we collect from you:

Context

Types of Data and Purpose for Collection

Registration Information

When you create an Account, we may collect your name, contact information, and other Registration Information. Such information shall be associated with your Account, and you may update such information by editing the information associated with your Account.

Cookies

We may use cookies. “Cookies” are small pieces of information that a website sends to your device while you are viewing a website. Among other things, cookies allow us to provide you with a more personal and interactive experience and to improve our marketing efforts. If you choose to disable cookies some areas or features of our websites may not work properly.

Geo-Location Information

When you use one of our Applications or a badge or device provided by Market Perceptions and HealthCare Research, we may collect your location using GPS, Wi-Fi, cellular technology, Radio-frequency identification (RFID), Bluetooth Low Energy (BLE) beacon technology, or other similar location-tracking technologies. Market Perceptions and HealthCare Research may capture proximity and duration information for providing personalized products and

services, demographic analysis, or behavioral analysis. Such information, and any derived information, may be shared with third parties that have a relationship with Market Perceptions and HealthCare Research.

Email Interconnectivity

If you receive email from us, we may use certain tools to capture data related to when you open our message, click on any links or banners it contains and make purchases.

Employment

If you apply for a job posting, or become an employee, we may collect personal information necessary to process your application. This may include, among other things, your Social Security Number or tax identification number.

Feedback/Support

If you provide us feedback or contact us for support we will collect your name and e-mail address and possibly other personal information, as well as any other content that you send to us in order to reply.

Mailing List

When you sign up for one of our mailing lists we may collect your email address or postal address.

Market Research Studies

We perform marketing research studies to collect data for research purposes. The information you provide is used for research analysis and we analyze the answers in aggregate. Information you provide in response to or in connection with a market research study is and will be provided to our clients or other entities or the public as part of cumulative market research information or statistical data in the ordinary course, but without identifying you individually unless you have requested or allowed us to share your individual information.

Mobile Devices

We may collect information from your mobile device such as unique identifying information broadcast from your device or hardware and software specifications.

Sensitive Personal Data

We may collect a subset of personal information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, data concerning health or data concerning a natural person's sex life or sexual orientation. Market Perceptions and HealthCare Research will collect sensitive personal data with your express consent or as otherwise permitted by applicable law.

Surveys

When you participate in a survey we may collect additional information that you provide through the survey. If the survey is provided by a third-party service provider, the third party's privacy policy applies to the collection, use, and disclosure of your information.

Web logs

We may collect information from you, including your browser type, operating system, Internet Protocol (IP) address (a number that is automatically assigned to your computer when you use the Internet), domain name, click-activity, referring website, or a date/time stamp for your visit. In addition to information stored by our servers, we may also use cookies and clear GIFs.

USE OF PERSONAL INFORMATION

In addition to the uses described above, Market Perceptions and HealthCare Research uses the personal information collected in an effort to improve your experience on the Platform, to provide services to you, and to communicate with you about information that you request. Market Perceptions and HealthCare Research may also use personal information to help target specific offers to you and to help Market Perceptions and HealthCare Research develop and improve its services. Additionally, Market Perceptions and HealthCare Research may use your personal information:

- To identify you when you access and use any Sites or Applications.
- To administer Accounts.
- To provide services and content to our clients, which may include your employer.

- To provide you with products and services you request, or that maybe be of interest to you.
- To improve our services and product offerings.
- To send marketing and promotional materials, including information relating to products, services, sales, or promotions.
- To respond to your inquiries related to support, employment opportunities, or other requests.
- To conduct research and analysis.
- For internal administrative purposes, as well as to manage our relationship with you.

SHARING OF PERSONAL INFORMATION

In addition to the specific situations discussed elsewhere in this Privacy Policy, Market Perceptions and HealthCare Research may disclose personal information in the following situations:

- Subsidiaries and Acquisitions. We may share your personal information with our corporate subsidiaries and divisions (*g.*, affiliates, parent company, sister companies, joint ventures, or other companies under common control). If another company acquires any Market Perceptions and HealthCare Research subsidiary, division, solutions, or our assets, we will also share your personal information with that company.
- Other Disclosures with Your Consent. We may ask if you would like us to share your information with other unaffiliated third parties who are not described elsewhere in this policy, and we may do so with your consent.
- Other Disclosures without Your Consent. We may disclose personal information in response to subpoenas, warrants, or court orders, or in connection with any legal process, or to comply with relevant laws. We may also share your personal information in order to establish or exercise our rights, to defend against a legal claim, to investigate, prevent, or take action regarding possible illegal activities, suspected fraud, safety of person or property, or a violation of our Terms of Use, or to comply with your request for the shipment of products to or the provision of services by a third-party intermediary.
- Public. Some of our Sites or Applications provide the opportunity to post comments, or reviews, in a public forum. If you decide to submit information at these locations, that information may be publicly available.

- Partner or Client Promotions and Offerings. We may offer events, contests, sweepstakes, promotions, or any other offerings with third-party partners or our clients, which may be your employer. The personal information that you submit through an event, contest, sweepstakes, promotion, or other offerings may be combined and transmitted with the Registration Information related to your Account. Third-party partners may collection information directly from you, which may be combined with personal information disclosed by Market Perceptions and HealthCare Research. This information may be collected through the Platform or during a Market Perceptions and HealthCare Research Event. If you decide to enter into or participate in an event, contest, sweepstakes, promotion, or other offerings that is offered by Market Perceptions and HealthCare Research, or a third-party partner or client, the information that you provide may be shared with us and with them. Third party partners and clients that use Market Perceptions and HealthCare Research products and services to collect personal information must agree to abide by the same principles followed by Market Perceptions and HealthCare Research.

SECURITY OF PERSONAL INFORMATION

Market Perceptions and HealthCare Research has implemented reasonable and appropriate security measures to help protect the personal information Market Perceptions and HealthCare Research collects from loss, misuse, unauthorized access, disclosure, alteration, and destruction. Although Market Perceptions and HealthCare Research attempts to protect the personal information in its possession, no security system is perfect, and Market Perceptions and HealthCare Research cannot promise that your personal information will remain absolutely secure in all circumstances.

RETENTION OF PERSONAL INFORMATION

Market Perceptions and HealthCare Research will retain your personal information as needed to fulfill the purposes for which it was collected. Market Perceptions and HealthCare Research will retain and use your personal information as necessary to comply with Market Perceptions and HealthCare Research's business requirements, legal obligations, resolve disputes, protect our assets, and enforce our agreements.

DATA INTEGRITY AND PURPOSE LIMITATION

Market Perceptions and HealthCare Research limits the use of personal information to ways that are compatible and relevant to the purposes for which the personal information was collected or subsequently authorized or for which consent was obtained. Market Perceptions and HealthCare Research will take reasonable steps to ensure that personal information is reliable for its intended use, accurate, complete, and current.

DISPUTE RESOLUTION

In compliance with the Privacy Shield Principles, Market Perceptions and HealthCare Research commits to resolve complaints about your privacy and our collection or use of your personal information. Individuals with questions or concerns about our use of personal information or our privacy policy should submit a written request to us using the information in the “Communications” section below.

COMMUNICATIONS

Questions, concerns, or complaints should be directed to our privacy agent as follows:

By phone: 303.323.1900x208

By Email: privacy@MarketPerceptions.com

Through Mail:

Attn: Adam Bishop

Market Perceptions and HealthCare Research

733 E. 8th Ave. Denver, CO 80203

If Market Perceptions and HealthCare Research is required to contact you about your personal information we may do so by mail, phone, or email.

Effective as of 8/27/2019.

Market Perceptions and HealthCare Research is committed to meeting our legal and regulatory obligations. We take data privacy and security very seriously, and we are constantly working to ensure we collect, process, and share the data we deal with in a lawful, transparent manner.

HealthCare Research is a nationally-recognized research and evaluation firm, providing expert strategic analyses in a rapidly-changing health care environment.

Clients benefit from a full range of research and evaluation services, including quantitative assessment (surveys, statistical modeling, text analytics, data mining), qualitative inquiry (focus groups, in-depth interviews, ethnography) and innovative decision support making activities surrounding healthcare reform (EHR data analysis, meta-analysis, stakeholder engagement).

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