

ImmunoProfile®, LLC Privacy Policy

Last Updated: March 1, 2024

ImmunoProfile, LLC ("we," "us," or "our") respects your privacy and knows that you care about protecting the privacy of your personal information (“**Personal Information**” or “**PII**”). This privacy policy (the “**Policy**”) discloses our practices regarding the collection, use, and disclosure of the PII we receive when you visit our websites or applications or use our Services (collectively, the “**Services**”), or when you otherwise interact with us. By using our Services, or by submitting information to us whether through our websites or applications (together, the “**Site**”) or in person, you accept the terms of this Policy.

PLEASE READ THIS POLICY AND OUR TERMS AND CONDITIONS CAREFULLY. BY USING OUR SERVICES, YOU UNCONDITIONALLY AGREE TO BE BOUND BY THE TERMS STATED IN THIS POLICY AND OUR TERMS AND CONDITIONS, INCLUDING ALL EXCLUSIONS AND LIMITATIONS OF LIABILITY, AND WARRANT THAT YOU HAVE FULL AUTHORITY AND CAPACITY, LEGAL AND OTHERWISE, TO USE THE SERVICES. YOU MAY NOT ACCESS OR USE THE SITE OR SERVICES IF YOU DO NOT AGREE TO ANY PART OF THIS POLICY. WE RESERVE THE RIGHT TO PERIODICALLY MAKE UPDATES TO THIS POLICY AS OUR PRACTICES CHANGE. YOUR CONTINUED USE OF THE SERVICES AFTER SUCH CHANGES CONSTITUTES YOUR ACCEPTANCE OF THE CHANGES, SO PLEASE CHECK BACK PERIODICALLY FOR UPDATES. BEFORE USING THE SERVICES PLEASE READ OUR TERMS AND CONDITIONS WHICH CAN BE FOUND AT: WWW.IMMUNOPROFILE.COM/TERMSANDCONDITIONS.

1. Information We Collect

We are the sole owner of information collected by us or on our behalf. We collect several types of information, including:

- Personal Information: We may collect PII from you when you complete forms, navigate web pages, purchase test kits, and in connection with other services, features, or resources we make available as part of our Services. PII means any information that is linked or reasonably linkable to an identified or identifiable natural person. PII does not include publicly available information from government records, deidentified or aggregate information, or information excluded from the scope of “Personal Information” or “PII” as defined by applicable laws.

The types of PII we may collect, use, store, and disclose include the following categories of information:

Category	Type(s) of Information
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Identifiers (Account Information)	First name, last name, postal address, email address, telephone number, IP address, date of birth, gender
Payment Information	Billing information, credit card information
Test Kit Registration Information	Assigned sex at birth, date of birth
Health-Related Information	Other information as defined as “Protected Health Information” under HIPAA and its implementing regulations
Internet or Other Similar Network Activities	Online interactions, viewing data, requests for Services, communications with us and third parties, advertisement interactions, Site feedback or suggestions, search queries, product reviews, any other activities when using the Site or the Services
Geolocation Information	Geolocation, beacon based location, GPS location You may disable our use of certain identifiers and activities through your device or browser settings.
Protected Classifications and Sensitive Personal Information (“ Sensitive PII ”)	Depending on how you use the Services, we collect information related to certain protected classifications such as gender or racial or ethnic origin. Any Sensitive PII collected will only be used to the extent necessary to provide our Services to you, or as otherwise permitted by applicable data privacy laws and regulations.

- **Deidentified Information:** Information about you that by itself may not identify you personally, including, but not limited to, your geographical location, device type, device operating system, internet browser type, internet service provider, referring/exit pages, date/time stamp, and clickstream information. ("**Deidentified Information**"). We will take reasonable measures to ensure that Deidentified Information we collect is not personally identifiable and may not later be easily used to identify you as required by applicable law.

We may combine information you provide us with other information about you that we obtain from your past use of the Site and Services, from our business partners, and from other companies. We may access other information about you collected from third parties, such as social media and marketing companies. We will treat any non-Personal Information that is combined with Personal Information as if it were all Personal Information.

2. How We Collect Your Information

The information we collect depends on how you use our Services or otherwise interact with us. We collect PII and Deidentified Information in various ways, including:

a. Automatic Data Collection

We may collect PII and Deidentified Information that your browser transmits when you use our Services or otherwise interact with us. We may also collect Deidentified Information about how you use our Services or otherwise interact with us through the use of automated tracking technologies, such as session cookies, persistent cookies, and web beacons.

A cookie is a small data file that is transferred to an internet browser, which enables the Services, specifically the Site, to remember and customize your subsequent visits. We may use session cookies to make it easier for you to navigate the Site. Session cookies expire when you close your browser. We may also use persistent cookies to track and target your interests to enhance your experience with our Services. Persistent cookies remain on your device for an extended period of time.

Most internet browsers automatically accept cookies. However, you can instruct your internet browser to block cookies or to provide you with a warning prompt before you accept cookies from the Site. Please refer to your internet browser's instructions to learn more about these functions. If you reject cookies, the functionality of the Site may be limited and you may not be able to participate in several of the Site's features.

Additionally, we may use web beacons, which are single-pixel, electronic images embedded in the Site that allow us to gather information about your browsing activities on the Site.

b. Information Collected Directly from You

- We collect PII from you when you voluntarily submit PII to us while completing forms and in connection with other activities, services, features, or resources we make available. The PII we collect depends on how you use our Services, or how you choose to communicate with us.

c. Information Collected from Third Party Services

- We may collect PII about you from third parties whose privacy practices may differ from the practices described in this privacy policy. We do not make any representations or warranties concerning, and will not in any way be liable for, any informational content, products, services, software, or other materials available through third parties. Your use of third parties' services and/or third party websites is governed by and subject to the terms and conditions of those third parties and/or third party websites. We encourage you to carefully review the privacy policies and statements of such third parties and/or third party websites.

d. How We Respond to Do Not Track Signals

We do not track visitors' activities over time or across third-party websites and therefore do not respond to Do Not Track (DNT) signals. However, many third-party websites track your browsing

activities in order to tailor advertisements and other content to your interests. If you do not wish to be tracked in this manner, then you should configure your browser settings appropriately.

3. How We Use Your Information

We are the sole owners of information collected from visitors, users, customers, or anyone utilizing our Services. We use information collected from you or about you, including PII, for the following purposes:

- Providing Our Services: We may use your PII to fulfill the purpose for which you provide it. For example, if you give us an email address to sign up for communications from us, we will use that email information to contact you as requested. We may also use your PII to process your orders and to provide you reports on tests you have ordered through our Services.
- Processing and Delivering Test Results: We may use your PII to process your testing samples and to deliver your testing results to you.
- Customer Service and Communications: We may use your PII to help us respond to your inquiries, questions, requests, and support needs more efficiently.
- Marketing: We may use your PII to send you promotional materials about products or services we believe may be of interest to you. You have the right to opt-out of receiving direct marketing.
- User Experience Personalization: We may use your PII to personalize the Services to your interests and preferences. For example, we may use such information to tailor the content and information that we send or display to you, offer personalized recommendations, help, and instructions, or otherwise personalize your experience while using our Services. We may also use Users' PII and/or Deidentified Information in the aggregate to analyze Users' browsing and usage activities and patterns in order to understand Users' interests and preferences with respect to our Services. This will help us optimize your experience on our Services.
- Business Optimization: We may use your PII and/or Deidentified Information to improve the content on our web pages, to customize the content and layout of our web pages, conduct research and development (including utilizing deidentified test data collected for research and/or development purposes, which may include sharing such information with third party partners), administer surveys or market research, and in managing our everyday business needs. We may also use your feedback to improve our Services, including by monitoring, auditing, and analyzing trends, usage, and activities on the Site. All of this is done with the intention of making our Services more useful for you.
- Safety and Security: We may use your PII and/or Deidentified Information to promote the safety and security of the Service, our users, and other parties. For example, we may use the information to authenticate users, facilitate secure payments, protect against fraud

and abuse, respond to a legal request or claim, conduct audits, and enforce our terms and policies.

- With Your Consent: We may also use your PII and/or Deidentified Information for any other use as we may indicate at the time you provide the information, or otherwise with your consent.

We will not collect additional categories of PII or use PII we collected for materially different, unrelated, or incompatible purposes without providing you notice.

4. How We Share Your Information

We may disclose PII to certain third parties for a business purpose as described below. Otherwise, we do not share your PII with third parties except as described in this Policy or with your additional consent.

- With our affiliates, including any subsidiaries we now own or later acquire.
- With our trusted employees, contractors, business partners, service providers, suppliers, vendors, and other third parties that support us, which may include sending you emails on our behalf, analyzing your activities and interactions with the Services in order improve experiences of our visitors, providing support related to the Services or our operations, or fulfilling your requests. We may also share your PII with third-party advertisers, if you have not opted out of these disclosures. These third parties may only use PII in order to provide such support and are contractually required to maintain the confidentiality of your information. For example, we may share PII with credit card processing companies in order to bill visitors for products or services.
- With public health institutions to assist in public health surveillance and other data information.
- With lab testing facilities and health consultants to facilitate lab testing services, who will be contractually bound to us, including obligations not to disclose PII.
- With a buyer, successor, or other third party due to a merger, restructuring, reorganization, or other transfer or disposition of ImmunoProfile, LLC or our operations, including, but not limited to, in the event of a sale, bankruptcy, dissolution, or similar proceeding. In such event, we will provide you with prior notification if your information will become subject to a different privacy policy.
- In response to court orders, subpoenas, or legal processes, such as requests from government regulatory or law enforcement agencies; to defend, pursue, or participate in legal actions or proceedings or exercise a legal right; to take precautions against actual or potential liabilities; to investigate or respond to potential or suspected illegal activities, fraud, or threats to the Services, users, or the property or physical safety of any person; to

enforce or investigate violations of our rules or terms of use; or as otherwise permitted or required by law.

- With those that we so indicate at the time you provide the information.
- To third parties when we have your consent, including employers, health professionals, and healthcare providers, and their health systems, clinics, or offices.

We may store PII in locations outside of our direct control; for instance, on servers or databases where the hosting provider is located either within or outside the United States of America. Additionally, we may share or sell Deidentified Information, or aggregate information, about our visitors, users, or customers that does not personally identify individuals with our partners, affiliates, advertisers, and other third parties without restriction.

Additionally, certain content, including advertising material, on our Services is served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Services. The information they collect may be associated with your PII or they may collect information, including PII, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

If you choose to participate in any promotions or similar events through the Services, the rules or terms and conditions for such events may change the way we share your information with third parties. Please review the applicable rules or terms and conditions for all such events in which you participate.

5. Type of Information Shared

In the last twelve (12) months, we have disclosed the following categories of Personal Information to third parties for a business purpose:

- Identifiers
- Financial Information
- Health-Related Information
- Sensitive Personal Information
- Internet or Other Similar Network Activities
- Geolocation Information

- Other Identifiers

6. Links to Other Websites

Our Services may contain links to or from other websites. This Policy only applies to information collected through our Services, and we are not responsible for other website's privacy practices. Please be aware of when you exit our Services using such links. We encourage you to review the privacy practices of all other websites you reach through links on our Services.

7. Your Privacy Choices

As your privacy is important to us, we provide you with the following procedure(s) for opting out of future communications from us:

- **Email.** Send an email to info@immunoprofile.com explaining the specific communications or privacy practices you want to opt out of. You may also opt out by clicking "unsubscribe," or a similar button, at the bottom of any emails we may send you and then following the online instructions. However, please note that it may not be possible to opt out of certain emails (for example, confirmation emails related to services you have requested) as permitted under the CAN-SPAM Act.
- **Phone.** Call 877-446-6866 to receive help from our customer support team to opt out.
- **Online.** You may visit www.immunoprofile.com in order to configure your opt-out settings.

Targeted Advertising. You may use the procedure(s) above to opt out of us using your information to provide you with targeted ads using third-party ad servers.

Cookies. In order to opt out of cookies and other tracking technologies, you can configure or disable cookies in your browser settings. However, please note that doing so may cause parts of the Site to function improperly.

Third-Party Accounts. In the event that you have chosen to connect your account to another account you have on a third-party website, YOU ACKNOWLEDGE AND AGREE THAT PERSONAL INFORMATION MAY BE PROVIDED TO THE RELEVANT THIRD-PARTY WEBSITES HOSTING UNTIL SUCH TIME AS YOU DISCONNECT YOUR TWO ACCOUNTS. You acknowledge that such third-party websites are not subject to this Policy. Do not connect your accounts if you do not want Personal Information shared in this manner. You may disconnect your accounts by either 1) signing in, visiting your account page, and configuring the relevant settings, if available, or 2) emailing us at info@immunoprofile.com with your request.

8. How to Access and Change Your Information

You are responsible for keeping any Personal Information you provide on through the Services current. Please email us at info@immunoprofile.com to request access to view, correct, or delete information you have provided to us. We will make reasonable efforts to comply with your requests, if possible. If you provided Personal Information in connection with specific Services we provide, you may have to update or delete that information by returning to the relevant page of the Services. Any requests to delete your information are subject to our internal reporting and retention policies as well as any legal obligations that we may have. You can also update or delete some or all of your Personal Information in your account by signing in, visiting your account page, and configuring the relevant settings.

9. Legal Rights

a. California Consumer Privacy Act (CCPA)

If you are a California resident, the CCPA grants you certain data privacy rights. Your rights include the:

- **Right to Access:** You have the right to request a copy of the specific pieces of PII that we have collected about you in the previous twelve (12) months. The information will be delivered by mail or electronically. Upon receipt of a Verifiable Consumer Request, we will disclose:
 - The categories of PII we have collected about you;
 - The categories of sources from which PII is collected;
 - Our business purpose for collecting PII;
 - The categories of third parties with whom we share PII, if any; and
 - The specific pieces of PII we have collected about you.
- **Right to Correct:** You have the right to request that we correct any mistakes in your PII.
- **Right to Data Portability:** You have the right to receive your PII in a portable, readily usable format that allows you to transmit your information to another entity without hindrance.
- **Right to Deletion:** You have the right request that we delete your PII.
- **Right to Be Free from Discrimination:** You have the right to not be discriminated against by us for exercising any of your rights under the CCPA. Unless permitted by the CCPA, we will not:
 - Deny goods or services to you;
 - Charge different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties;
 - Provide a different level or quality of goods or services to you; or
 - Suggest that you will receive a different price or rate for goods or services or a different level or quality of goods or services.

To exercise your rights, please use the Verifiable Consumer Request method described below. Please be aware that your rights are limited to the extent permitted by the CCPA.

b. Notice of Other California Privacy Rights

Pursuant to California Civil Code Section 1798.83, California residents who use our Services may request certain information regarding any disclosure of Personal Information to third parties for their direct marketing purposes. To make this request, please email us at info@immunoprofile.com or use the contact information provided below at the end of this policy. Should you choose to email us, please include in the subject line or body of your email the phrase "California Customer Choice Privacy Notice" and specify the Personal Information you do not wish to be shared with third parties for their direct marketing purposes. Please allow up to thirty (30) days for a response.

c. Other State-Specific Rights

Residents of certain states may have additional personal information rights and choices, including rights related to advertising and analytics activities that may be considered “sales” or “sharing” of your PII or “targeted advertising” under the laws and/or regulations that apply to you. Depending on where you reside, you may have the right to opt out of targeted advertising, sharing, and sales of your PII, in addition to other applicable privacy rights. If you believe you have such additional rights and wish to exercise them, please send us an email with your request, including the specific rights you wish to exercise, to info@immunoprofile.com. Please be aware that your rights are limited to the extent permitted by applicable law.

We will make commercially reasonable efforts to respond to opt-out requests and handle requests to access, update, change, delete, or otherwise control your PII as quickly as possible.

10. Verifiable Consumer Requests

If you are a California resident, you can exercise your legal rights by submitting a Verifiable Consumer Request to us by:

- Calling us at 877-446-6866; or
- Emailing us at info@immunoprofile.com.

Only you, or someone legally authorized to act on your behalf, may make a Verifiable Consumer Request related to your PII. You may also make a Verifiable Consumer Request on behalf of your minor child. Making a Verifiable Consumer Request does not require you to create an account with us. California residents may only make a Verifiable Consumer Request for access to PII twice in a 12-month period.

The Verifiable Consumer Request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative; and
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with PII if we cannot verify your identity or authority to make the request and confirm the PII relates to you. We will only use PII provided in a Verifiable Consumer Request to verify the requestor's identity or authority to make the request.

a. Response Timing and Format

We will acknowledge receipt of a Verifiable Consumer Request within ten (10) days. We endeavor to respond to Verifiable Consumer Requests within forty-five (45) days of its receipt. If we require more time (up to ninety (90) days), we will inform you of the reason and extension period in writing. Any disclosures we provide will only cover the 12-month period preceding the Verifiable Consumer Request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable.

We do not charge a fee to process or respond to Verifiable Consumer Requests, unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

11. Security

We take the security of your information seriously and have electronic, physical, and administrative safeguards in place that comply with federal regulations for your protection. These security measures seek to protect your information both online and offline from disclosure, alteration, or unauthorized use. However, please keep in mind that no transmission of data over the internet is guaranteed to be completely secure. Third parties may be able to access private communications illegally; for instance, through the use of hacking and viruses. As such, all information you transmit through the Services is at your own risk. We are not responsible for instances where third parties circumvent our security measures without authorization, illegally or otherwise.

The information you submit to us is encrypted using Secure Sockets Layer (SSL) data encryption technology and is transmitted securely. You may verify this by locating "https" at the beginning of the address of the webpage or an icon of a closed lock in your browser. The computers and servers we use are also kept in a secure environment behind firewalls. We limit access to your information to those people that need to view it to perform necessary support tasks, including fulfilling your requests. We also require you to create a unique password to help secure your account. It is your responsibility to maintain the secrecy of your password and other login information. We will promptly notify you in the event that Personal Information becomes compromised according to our notification procedures outlined below or as otherwise required by applicable law.

12. Data Retention

We will retain your Personal Information while you maintain an account with us or to the extent necessary to provide the Services. Thereafter, we will keep Personal Information for as long as necessary: to respond to any queries from you; to demonstrate we treated you fairly; for ordinary business continuity procedures; or to comply with any applicable laws. We delete Personal Information within a reasonable period after we no longer need the information for the purposes set out in this Policy.

13. Children's Privacy

As a parent or legal guardian, you may provide ImmunoProfile with PII of your own minor child in accordance with this Policy and our Terms and Conditions. Without limiting the foregoing, we do not knowingly seek or collect any PII directly from children under the age of 13. If ImmunoProfile becomes aware that we have unknowingly collected any PII directly from a child under the age of 13, we will take commercially reasonable efforts to delete such information from our systems. Please email us at info@immunoprofile.com if you believe we have received PII directly from a child under the age of 18 and we will take commercially reasonable efforts to delete such information from our systems.

14. Changes to This Privacy Policy

We may update this Policy at any time, in our sole discretion. We will post any changes in our privacy practices on this page with the date of the most recent revision indicated next to "Last updated" near the top of the page. If we make significant changes to the way we manage our visitors' Personal Information, we will notify you by email or by posting prominent notice on our Site. It is your responsibility to ensure we have your current email address and to periodically check this page for any updates. This version of the Policy replaces and supersedes any prior privacy policies applicable to the Site/Services.

15. Notification Procedures

We reserve the right to determine the most appropriate means of providing you with any notice required or advisable, in our sole discretion, under the terms of this privacy policy or as required by law. We may choose to provide notification by email, physical written notice, posting prominently through the Services, or through other conspicuous means.

16. Contact Information

Your feedback is important to us. To send us your questions, suggestions, or complaints, please contact us as follows:

ImmunoProfile, LLC
4851 Tamiami Trail North, Suite 200
Naples, Florida 34103

Telephone: 877-446-6866

Email: info@immunoprofile.com