



## **Privacy Policy**

**Effective Date: August 19th 2021.**

Boos Health Inc. understand that your privacy is important to you. We are committed to respecting your privacy and protecting your personal data, which is any information that is capable of identifying you as an individual person. This Privacy Policy describes how we handle and protect your personal data in connection with our business activities, like conferences and events, and client services, and on websites, applications, and communications that post a link to this Privacy Policy (collectively, “the Sites”), in our capacity as data controllers. Please see our Terms of Use for more information about our online terms and policies in general.

### **Information We Collect**

Boos Health Inc. collects personal data in the course of its business activities, including in connection with some client services. We also collect personal data on certain areas of the Sites when you register for or apply for jobs through the Boos Health Inc.

### **Use of information**

Boos Health Inc. uses your personal data to fulfill your requests for information, process your requests to participate in conferences and events, personalize content that you view or receive on the Sites, evaluate and improve our services, distribute newsletters and alerts to you, recruit and evaluate job applicants, analyze the Sites’ performance and functioning, publish your letters to the editor or comments, prevent fraud, enforce our terms of use, comply with all applicable laws and corporate reporting obligations, enforce our agreements, and accomplish other purposes you may initiate or request. In some situations, the collection of personal data may be required for the operation of the Sites, or we may use it in the course of our business activities, including in connection with some client services, for example, to provide certain services or products such as our benchmarking products. We may combine and/or analyze personal data to evaluate and offer content and services most relevant to you. We may keep any of your personal data on file and use it to contact you.

Boos Health Inc. and its service providers may use first and third party Cookies and Other Tracking Technologies, including web beacons, to manage our Sites and our services and collect analytics about how you use them. Boos Health Inc. and its service providers may collect

information about whether you open or click any links in the knowledge, research or event communications that we send to you. The information provided throughout this Privacy Policy about cookies also applies to these other tracking technologies. Please refer to our Cookie Policy for more details regarding our use of Cookies and Other Tracking Technologies. Our Sites do not track you by collecting personal data about your online activities over time and across third party websites or online services. Accordingly, we do not alter our data collection and use practices in response to “do not track” signals transmitted from web browsers.

### **Use of information collected via mobile devices**

In connection with our mobile applications, Boos Health Inc. may use third party service providers to analyze user activity to fix errors, monitor usage, and improve the performance of the mobile applications. For example, Boos Health Inc. receives reports on some of our mobile applications’ aggregate usage and browsing patterns, including information about the type of device used, articles accessed, and other events occurring within our apps. Boos Health Inc. also receives reports on certain errors occurring within mobile applications.

### **The legal basis by which we process your personal data**

Our processing of your personal data for the purposes mentioned above is based:

- in part, on our legitimate interests in promoting and protecting Boos Health Inc, building and maintaining relationships, recruitment, and providing our services;
- in part, on your consent, for example if you create a user profile, or register for our newsletters or alerts, or for business purposes that support web operations such as understanding and enhancing the quality of your experience on our web-sites;
- in part, to comply with the law, when certain information is necessary to satisfy our legal or regulatory obligations.

### **Disclosure of personal data: data recipients and international data transfers**

Personal data collected in the course of Boos Health Inc. business activities, including in connection with some client services, as well as on the Sites may be transferred from time to time to Boos Health Inc. and their personnel, as well as to our third party service providers located throughout the world, including in countries where the local law may grant you fewer rights than you have in your own country. Additionally, the Sites may be viewed and hosted by Boos Health Inc. and our third party service providers anywhere in the world. Where required by law, we have put in place legal mechanisms designed to ensure adequate data protection of your personal data that is processed by Boos Health Inc. and third party service providers, including the transfer of your personal data to countries other than the one in which you reside. By using any of the Sites and providing information on any of them, you voluntarily consent to such trans-border transfer and hosting of such information.

Boos Health Inc. will not intentionally disclose or transfer (and will take reasonable steps to prevent the unauthorized or accidental disclosure of) your personal data to third parties

without your consent or as otherwise permitted by law, whether for such third parties' own marketing purposes or otherwise, except as follows. Boos Health Inc. may provide access to your personal data to third party service providers engaged by Boos Health Inc. to provide services related to the Sites as well as related to our business activities, including in connection with some client services, in the manner agreed upon in our client services agreements. We maintain processes designed to ensure that any processing of personal data by third party service providers is consistent with this Privacy Policy and protects the confidentiality, availability, and integrity of your personal data.

We also may share your personal data with third party service providers who perform services and functions on our behalf to support our interactions with you, including, for example, processing recruitment materials, administering surveys or contests, or communicating with you.

**In addition, we may disclose information about you:**

If we are required to do so by law or legal process;  
To law enforcement authorities or other government officials;  
When we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity;  
If disclosure is necessary to protect the vital interests of a person;  
To enforce our Terms of use;  
To protect our property, services and legal rights;  
To prevent fraud against Boos Health Inc., our subsidiaries, affiliates and/or business partners;  
To support auditing, compliance, and corporate governance functions; or  
To comply with any and all applicable laws.

In addition, we may disclose or transfer your personal data in the event of a re-organization, merger, sale, joint venture, assignment, or other transfer or disposition of all or any portion of our business.

**User forums**

You should be aware that whenever you publicly disclose information online, that information could be collected and used by others. Boos Health Inc. is not responsible for any action or policies of any third parties who collect information that users publicly disclose in any such forums on the Sites.

**Link to third party sites**

Boos Health Inc. may provide links to third party websites or information as a service to our users. If you use these links, you will leave the Sites. Such links do not constitute or imply an endorsement, sponsorship, or recommendation by Boos Health Inc. of the third party, the third party website, or the information contained therein, and Boos Health Inc. shall not be

responsible or liable for your use thereof. Such use shall be subject to the terms of use and privacy policies applicable to those sites.

## **Social Networking**

The Sites may allow you to sign into and associate your social network accounts including, but not limited to, Twitter, LinkedIn, Facebook, and YouTube, with Boos Health. The Sites also may allow you to log in to a Boos Health Inc. account using certain social network account credentials.

By associating your social network account with Boos Health Inc. or logging in to a Boos Health Inc. account using your social network account credentials, you give us permission to access information that you have made available in your public profile for that social network account. The information available in your public profile varies based on the social network and your settings, but may include your email address, real name, profile picture, gender, and location. We use the information we receive from your social network account in accordance with the social network's terms of use and this Privacy Policy. Please refer to the privacy settings in your social network account for information about what data is shared with Boos Health Inc. and other connected applications and to manage the data that is shared through your account, including information about your activities using our Sites.

If you would like to disconnect a social media account from us, refer to the settings of that social network account and its provider.

## **Security**

Boos Health Inc. has implemented generally accepted standards of technology and operational security to protect personal data from loss, misuse, alteration, or destruction. Only authorized Boos Health Inc. personnel and third party service providers are provided access to personal data, and these employees and service providers are required to treat this information as confidential. Despite these precautions however, Boos Health Inc. cannot guarantee that unauthorized persons will not obtain access to your personal data.

## **Data Retention**

Boos Health Inc. retains personal data, as necessary, for the duration of the relevant business relationship.

We may also retain personal data for longer than the duration of the business relationship should we need to retain it to protect ourselves against legal claims, use it for analysis or historical record-keeping, or comply with our information management policies and schedules. If you request that we delete your personal data, Boos Health Inc. will make reasonable attempts to delete all instances of the information in their entirety.

## **Consent; changes to Privacy Policy**

By using the Sites, you consent to the collection, use, and storage of your personal data by us in the manner described in this Privacy Policy and elsewhere on the Sites. We reserve the right to make changes to this Privacy Policy from time to time. We will alert you to any such changes by updating this Privacy Policy. If we make material changes to this Privacy Policy that increase our rights to use personal data that we have previously collected about you, we will obtain your consent either through an email to your registered email address or by prominently posting information about the changes on our Sites.