

MAP Health Watcher Privacy Policy

EFFECTIVE DATE: Sept. 18, 2018

This Privacy Policy (“Policy”) describes how *MAP Health Watcher* This (“we,” “us,” or “our”) collects, uses, analyze and discloses information that we obtain about your use of the MAP Health Watch.

MAP Health Watcher is a global company. We store your information in a cloud. By using or downloading the Service, you agree that your personal information, including any information about your health that you provide directly to us or that we collect and analyse through your use of the Service, may be transferred to and stored in the cloud and handled as described in this Policy.

The Information We Collect About You. We collect information directly from you, from devices and third party services you connect, as well as automatically through your use of our MAP Health Watch and our Service.

When You Register to us Create, Update, or add information to Your Profile. When you register to use the Service, we collect the personal information you provide us, including your name, email address, password, gender, height, and birthdate. We also collect any additional information you choose to add to your profile, including: weight, body mass index (BMI), whether you are a smoker or non-smoker, medical conditions, information related to medications you are taking, patient ID, and activity levels.

We collect additional information from Devices you connect to your App:

- ***When you Use a MAP Health Watch.*** We collect your raw electrocardiogram (“ECG,” “EKG”) measurement data, average heart rate, and location on the body where the ECG recording was taken (e.g. body or chest). We collect additional information from your *MAP Health Watch* and during your mobile they will send to the cloud, device at the time of recording, including accelerometer data, local time, local time zone, and geographic location.
- ***Information Collected From Your MAP Health Watch or Phone.*** In addition to the collection described above, we collect basic information from your mobile device, including device model and OS version, device ID, device language, activities within the App and how long the App is open.
- ***When You Contact Us.*** When you contact MAP Healthwatch directly, such as when you contact our Customer Support team, we will receive the contents of your message or any attachments you may send to us, as well as any additional information you choose to provide.

How We Use Your Information

We process your information, including your personal information, for the following purposes:

- To provide our Service to you, to communicate with you about your use of our Service, to respond to your inquiries, and for other customer service purposes.
- To tailor the content and information that we may send or display to you, to offer location customization, and personalized help and instructions, and to otherwise personalize your experiences while using the Service.
- To research and develop new products and features.
- For marketing and promotional purposes, to the extent permitted by law and, where required, with your consent. For example, we may use your information, such as your email address, to send you news and newsletters, special offers, and promotions, or to otherwise contact you about products or information we think may interest you. We also may use the information that we learn about you to assist us in advertising our services on third party websites. You can opt-out of receiving marketing at any time as described below.
- To better understand how users access and use our Service, both on an aggregated and individualized basis, in order to improve our Service and respond to user desires and preferences, and for other analytical purposes.
- To tailor the content and information that we may send or display to you, to understand if a recorded EKG, and health data are your personal data, to offer location customization, and personalized help and instructions, and to otherwise personalize and analyze your experiences while using the Service.
- To administer surveys and questionnaires.
- To comply with legal obligations, as part of our general business operations, and for other business administration purposes.
- Where we believe necessary to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person or violations of our Terms of Use or this Privacy Policy.

How We Share Your Information. We may share your information, including personal information, as follows:

- ***With Your Consent.*** With your prior consent, we may share information from the Service with other third-party partners, including your personal information and data collected from your devices.
- ***Your Healthcare Providers Or Family.*** With your consent, we may share your information, including information collected from your connected devices, with your healthcare providers and/or family members (e.g., immediate family or friends) that you designate to receive your information.
- ***Clinical Trial Studies.*** With your consent, physicians and staff of clinical trial programs may use the Service as a means of collecting data for the trial study. If the Service is used as part of a clinical trial study, we will use and share information about the clinical trial collected through the Service in accordance with our

agreement with the clinical trial program and any privacy notices provided to you as part of the clinical trial program.

- **Aggregate and De-Identified Information.** We may share aggregate or de-identified information—so that it cannot reasonably be used to identify an individual—with third parties for marketing, advertising, research or similar purposes.
- **Health Researchers.** We may share data collected through the Service with healthcare researchers and other research organizations, including de-identified profile information and data collected from your connected devices. For example, we may share information such as your gender, height, weight, information about medications you have provided, and data from your connected devices, but we will not share your name or other information that could identify you.
- **Affiliates.** We may disclose the information we collect from you to our affiliates or subsidiaries; however, if we do so, their use and disclosure of your personal information will be subject to this Policy.
- **Service Providers.** We may disclose the information we collect from you to third party vendors, service providers, contractors or agents who perform functions on our behalf, such as *providers of hosting, email communication, customer support services, analytics, marketing, and advertising*, based on our instructions, and in compliance with this policy and any other appropriate confidentiality and security measures.
- **Business Transfers.** If we are acquired by or merged with another company, if substantially all of our assets are transferred to another company, or as part of a bankruptcy proceeding or reorganization, we will give affected users notice before transferring any personal information to a new entity.
- **In Response to Legal Process.** We also may disclose the information we collect from you in order to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena.
- Please note: Our policy is to notify you of legal process seeking access to your information, such as search warrants, court orders, or subpoenas, unless we are prohibited by law from doing so. In cases where a court order specifies a non-disclosure period, we provide delayed notice after the expiration of the non-disclosure period. Exceptions to our notice policy include exigent or counterproductive circumstances, for example, when there is an emergency involving a danger of death or serious physical injury to a person.
- **To Protect Us and Others.** We also may disclose the information we collect from you where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Use or this Policy, or as evidence in litigation in which *MAP Health Watch* is involved.

Cookies

Cookies are small text files stored on your device and used by web browsers to deliver personalized content and remember logins and account settings. In addition to improving user experience, we use cookies and similar technologies for analytic and advertising purposes. You can manage your cookies locally by adjusting your browser settings, or you can opt-out of targeted advertising through cookies by visiting info@maphealthwatch.com. Because there is not yet a common understanding of how to interpret Do Not Track signals, we are unable to respond to Do Not Track requests from browsers, however we are monitoring for updates and will revisit this policy once a common standard is established.

Third-Party Links

Our Service may contain links to third-party websites. Any access to and use of such linked websites is not governed by this Policy, but instead is governed by the privacy policies of those third party websites. We are not responsible for the information practices of such third party websites.

You should take steps to protect against unauthorized access to your password, MAP Health Watch, phone, and computer by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows or can easily guess, and keeping your log-in and password private. We are not responsible for any lost, stolen, or compromised passwords or for any activity on your account via unauthorized password activity.

What Choices Do I Have Regarding Promotional Emails?

We may send periodic promotional emails to you. You may opt-out of such communications by following the opt-out instructions contained in the email. Please note that it may take up to 10 business days for us to process opt-out requests. We may still send you emails about your account or any services you have requested or received from us.

Users Under 18

Our services are not designed for users under 18. If we discover that a user under 18 has provided us with personal information, we will delete such information from our systems.

GDPR – Rights For EEA Users and MAP Healthwatcher’s Capabilities for Worldwide Users

What Rights Do I Have? Individuals located in the European Economic Area (EEA) have certain rights in respect of your personal information and *MAP Healthwatcher* will provide these capabilities to all our worldwide users, including:

- the right of access to your personal data;
- the right to correct or rectify any inaccurate personal data;
- the right to restrict or oppose processing of personal data;
- the right to erase your personal data; and
- the right to personal data portability.

We rely on your consent as a lawful basis processing personal data for the following purposes:

- initial collection of personal data through the Service;
- providing you with marketing or promotional communications. You may opt out of such communications at any time by clicking the “unsubscribe” link found within MAP Healthwatcher email updates and changing your contact preferences.

We process personal data in order to perform our contract with you.

Additionally, we process personal data based on our “legitimate interests” in providing you the Service as described in the section “**How We Use Your Information**”, including:

- To enable the Service to function as expected;
- To communicate with you in response to customer service inquiries, to deliver non-promotional, service-related emails, or to administer surveys and questionnaires; and

Contact Us

If you have questions about our privacy practices, please contact us at

info@maphealthwatch.com

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2013 Pomáz, Liszenkó telep 1.

Hungary

Changes to this Policy

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Service. If we make any changes to this Policy that materially affect our practices with regard to the personal information we have previously collected from you, we will endeavor to provide you with notice in advance of such change.