

PRIVACY POLICY

This Privacy Notice applies to your use of our Services and covers only information collected in connection with your access to and use of our Services. Please read this Privacy Notice carefully. By continuing to interact with our Services, you are consenting to the practices described in this Privacy Notice.

INFORMATION WE COLLECT ABOUT YOU

We need to collect information about you to provide you with the Services or the support you request. Specifically, we collect (and/or have collected during at least the 12-month period preceding the effective date of this Privacy Notice) the categories of personal information described below. Additionally, you can choose to voluntarily provide information to us.

Information You Provide to Medentals

We collect information you provide when you apply, access, or sign up for a Medentals account, go through our identity or account verification process, authenticate into your account, communicate with us, or otherwise use our Services.

We collect the following categories of information about you when you use our Services, including:

1. **Identification Information:** Your name, email address, address, zip code, phone number, level of highest education, professional length of experience, professional healthcare setting and preferred displayed credentials.
2. **Additional Identification Information for Verified Users:** Your credentialing documents (CV/Resume, Licenses, Education details, Memberships, Certifications and Insurances) via photograph if you choose to share such information.
3. **Recipient Information:** To provide you with the Service, we will also need to collect information about the intended recipient of exported files you request us to send. You will be asked to provide contact details of your intended recipient by entering a Full Name, Organization, Title and Email address into the App.

SOURCES OF INFORMATION COLLECTED FROM YOUR USE

We collect information about you from the following categories of sources:

1. You directly when you submit information to us or allow us to access information.
2. Your devices and how you interact with Medentals.
3. Any affiliates.

4. Identity Verification. Information from third-party verification services (e.g., identity verification agencies and companies which provide third party analytics).

HOW YOUR INFORMATION IS USED

We may collect, use, and share information about you for the following reasons:

Providing, Improving, and Developing our Services

1. Determining whether the Services are available in your country.
2. Providing you with the features you choose to use.
3. Providing, maintaining, and improving our Services.
4. Developing new products and services.
5. Delivering the information and support you request through the use of our Services.
6. Improving, personalizing, and facilitating your use of our Services, content and applications.
7. Measuring, tracking, and analyzing trends and usage in connection with your use or the performance of our Services.
8. Otherwise providing you with the products and features you choose to use.

Information To Protect and Maintain a Trusted Service

1. Conducting investigations, complying with, and enforcing applicable laws, regulations, legal requirements, and industry standards, and responding to lawful requests for information from the government or to valid legal process.
2. Debugging to identify and fix errors that impair how our Services function.
3. Ensuring compliance with Medentia's Terms and Services as well as other applicable agreements or policies.
4. Protecting every user's rights or property, and the security and integrity of our Services.
5. Verifying or maintaining the quality and safety of our Services.
6. Verifying your identity via email verification

Advertising and Marketing

1. Marketing our Services to you.
2. Communicating with you about opportunities, products, services, contests, promotions, discounts, incentives, surveys, and rewards offered by us and select partners.

You have the right to "Opt" out of any Push Notifications or emails.

Other Uses

1. For any other reason we may tell you about from time to time.

WHEN AND WHO YOUR INFORMATION IS SHARED WITH

We may share the information described in the "Information We Collect About You" section with the following categories of service providers and third parties:



With our Service Providers

1. With service providers who help us provide, maintain, and improve Medentials.

Business Transfers and Corporate Changes

1. In the event of a change in corporate status, merger, acquisition, or any other event that changes the operating or ownership structure of Medentials, in order to complete and conduct due diligence.

Compliance with Law

1. If there is a reasonable belief that disclosure is necessary (i) to comply with any applicable law, regulation, legal process or governmental request (ii) to establish, exercise or defend our legal rights; (iii) to enforce or comply with Medentials's Terms and Services, or other applicable agreements or policies; (iv) to protect Medentials or our customers' rights or property, or the security or integrity of our Services; (v) for an investigation of suspected or actual illegal activity; or (vi) to protect us, users of our Services or the public from harm, fraud, or potentially prohibited or illegal activities.

With Your Consent

1. With your consent at your direction or as described at the time you agree to share when you authorize a third-party application or website to access your information.

Third-Party Service Providers

1. With other companies who deliver services on our behalf, including via the use of cookies and similar automated technologies, and third-party analytics.

Aggregated and Anonymized Information

1. We also may share aggregated and/or anonymized information that does not specifically identify you or any individual user of our Services.

COOKIES AND OTHER AUTOMATED TECHNOLOGIES

When you interact with Medentials, or open emails we send you, we obtain certain information using automated technologies, such as cookies, web server logs, web beacons, and other technologies. A "cookie" is a text file that websites send to a visitor's computer or other internet-connected device to uniquely identify the visitor's browser or to store

information or settings in the browser. A “web beacon,” also known as an internet tag, pixel tag, or clear GIF, is a tiny graphic image that may be used in our websites or emails.

We use these automated technologies to collect your device information, internet activity information, and inferences as described above. These technologies help Medentials and its processors/third-party service providers to:

1. Remember your information so you do not have to re-enter it.
2. Track and understand how you use and interact with our online services and emails.
3. Tailor our online services to your preferences.
4. Measure how useful and effective our services and communications are to you.
5. Otherwise manage and enhance our products and services.

Medentials sets some of these automated technologies ourselves, while others are set by third party service providers. This may include third-party web analytics services (described in the “Third-Party Analytics Services” section), which use automated technologies to help Medentials evaluate how customers use of our websites.

You can opt out of certain automated technologies, including cookies. Please note, however, that without cookies, some the features of our online services may not work properly. If you use a mobile device, you can manage how your device and browser share certain device data by changing the privacy and security settings on your mobile device.

HOW LONG YOUR INFORMATION IS MAINTAINED

Your information is maintained for as long as reasonably necessary to provide you the Services, including during the entire time that you use Medentials, or to comply with applicable law. Please note, after you deactivate your account, we can retain copies of information about you and any transactions or Services in which you may have participated for a period of time that is consistent with applicable law, any applicable statute of limitations, or as we believe is reasonably necessary to comply with applicable law, regulation, legal process, or governmental request, to resolve disputes, to address problems with our Services, to assist with investigations, to enforce Medentials’s Terms and Services, or other applicable agreements or policies, or to take any other actions consistent with applicable law.

CUSTOMER CHOICES IN RELATION TO PRIVACY

Personal Information

You can access, change, or correct information that you have provided by logging into your Medentials account at any time on the App.

Promotional Communications

You can opt out of receiving in-app push notifications containing promotional messages from Medentials by following the instructions on screen or by following the instructions in those messages. If you decide to opt out, we may still send you non-promotional communications in-app, or via email and text, such as messages about your account.

CALIFORNIA RESIDENTS

Residents of California have the following additional rights:

Right to Receive Information

You may have the right to request, up to twice in a twelve-month (12) period, to see the following information about the personal information we have collected about you during the past twelve (12) months:

1. The categories and specific pieces of personal information we have collected about you.
2. The categories of sources from which we collected the personal information.
3. The business or commercial purpose for which we collected the personal information.
4. The categories of third parties with whom we shared the personal information.
5. The categories of personal information about you that we disclosed for a business purpose, and the categories of third parties to whom we disclosed that information for a business purpose.

How to Request Your Information

If you live in California and seek to obtain the information that we have collected from your use of Medentials, send a request to exercise one of your above rights online at (**NEED TO LIST URL**) or by contacting us as indicated in the “How to Contact Us” section below.

In order to help protect your privacy and maintain security, we will require you to verify your identity and will require you to be logged in to your Medentials App account before granting you access to your personal information to fulfil your request.

To designate an authorized agent to make a request on your behalf as permitted by law, you will be required to provide the authorized agent written permission to do so and additionally must verify your identity with us.

When applicable and permitted under the law, we may charge you a reasonable fee to process your request.

California law provides the right to ask if we disclose your personal information to third parties for direct marketing purposes or if we sell your information to third parties. Medentals does not disclose or sell your information for either purpose, however in compliance with the applicable law we provide this statement as an additional notice of your rights.

Right of Deletion

You have the right to ask us to delete the personal information we have collected from you, with the limitation that applicable law may dictate that we maintain certain user information. Please note that you may no longer be able to use Medentals if you delete your personal information.

Right of Non-Discrimination

Should you exercise your rights under this Privacy Policy, you have the right to be free from discrimination. We will not discriminate against you, deny, charge different prices for, or provide a different quality of goods or services if you choose to exercise these rights.

Exceptions to These Rights

Certain exceptions to the rights described above are prescribed by California law. We reserve the right to avail ourselves of these exceptions where applicable.

MINOR’S PERSONAL INFORMATION

Medentials’s policy is to prohibit the use of our services to anyone under the age of 18. Should we determine that any information has been provided to Medentials by a minor, that information will be immediately deleted unless otherwise required by law to be maintained.

HOW WE SECURE

We take every precaution to secure your personal information, however, even through our security measures we make no guarantees or warrant that your information will be secure at all times. We reserve the right to update our security procedures at any time without notice to you.

STORAGE OF INFORMATION

We may utilize third party service providers to store and maintain user information as necessary, and in an effort to ensure secure maintenance of your information.

CHANGES TO OUR PRIVACY POLICY

This Privacy Policy may be amended from time to time by posting an amended version and updating the “Effective Date” above. The amended version will be effective on the “Effective Date” listed. You will be provided with reasonable prior notice of material changes in how we use your information, which may include notification by Medentials through the App, website, or by email. Continued use of Medentials and our Services shall serve as consent to the amended Privacy Policy. If you disagree with the amended Privacy Policy, you may cancel your account at any time.

GDPR SPECIFIC RIGHT TO ERASURE

You are entitled to request us to erase any personal data we hold about you under EU General Data Protection Regulation (GDPR).

It is Medentials’s policy to attempt to respond promptly and in any event within one month of the following:

1. Our receipt of your written request; or
2. Our receipt of any further information we may ask you to provide to enable us to comply with your request, whichever happens to be later.

The information you supply in this form will only be used for the purposes of identifying the personal data you are requesting that we erase and responding to your request. You are not obliged to complete this form to make a request but doing so will make it easier for us to process your request quickly. The following is the information that we must receive in order to consider and process your request:

SECTION 1: Details of the person requesting information

Full Legal Name:

Address:

Telephone Number:

Email Address:

SECTION 2: Are you the data subject?

Please provide the appropriate information based upon whether you are the data subject or acting on behalf of the data subject:

YES: I am the data subject. I enclose proof of my identity:

Please provide proof of identity in the form of a copy of your passport photo page, driver's license, official identity card, or birth certificate, and a current utility bill confirming your address (do not provide any original documents).

NO: I am acting on behalf of the data subject. I have enclosed the data subject's written authority and proof of the data subject's identity and my own identity:

Original letter of authorization from the data subject designating a third-party to make this request. Please provide proof of identity in the form of a copy of your passport photo page, driver's license, official identity card, or birth certificate, and a current utility bill confirming your address (do not provide any original documents).

If we are not satisfied you are who you claim to be, we reserve the right to refuse to grant your request.

SECTION 3: Reason for erasure request

Given the sensitive nature of erasing personal data, GDPR Article 17(1) requires certain conditions to be met before a request may be considered. Please supply us with the reason you wish your data to be erased and please attach any justifying documents to this one.

Please provide us with the appropriate reason you are seeking erasure and include the reason in your request:

1. You feel your personal data is no longer necessary for the purposes for which we originally collected it.
2. You no longer consent to our processing of your personal data.
3. You object to our processing of your personal data as is your right under Article 21 of the GDPR.
4. You feel your personal data has been unlawfully processed.
5. You feel we are subject to a legal obligation of the EU or Member State that requires the erasure of your personal data.
6. You are a child, you represent a child, or you were a child at the time of the data processing, and you feel your personal data was used to offer you information society services.

SECTION 4: What information do you wish to erase?

Please describe the information you wish to erase. Please provide any relevant details you think will help us to identify the information. Providing the URL for each link you wish to be removed would be helpful.

Also, please explain, if it is not abundantly clear, why the linked page is about you or the person you are representing on this form.

Please note that. In certain circumstances, where erasure would adversely affect the freedom of expression, contradict a legal obligation, act against the public interest in the area of public health, act against the public interest in the area of scientific or historical research, or prohibit the establishment of a legal defense or exercise of other legal claims, we may not be able to erase the information you requested in accordance with article 17(3) of the GDPR. In such cases you will be informed promptly and given full reasons for that decision.

While in most cases we will be happy to erase the personal data you request, we nevertheless reserve the right, in accordance with Article 12(5) of the GDPR, to charge a fee or refuse the request if it is “manifestly unfounded or excessive.” However, we will make every effort to provide you with the erasure of your personal data if suitable.

SECTION 5: Declaration (Please include this declaration with your request):

Please note that any attempt to mislead may result in prosecution.

I confirm that I have read and understood the terms of this subject access form and certify that the information given in this application to _____ is true. I understand that it is necessary for _____ to confirm my/the data subject’s identity and it may be necessary to obtain more detailed information in order to locate the correct personal data.

Signed: _____ **Date:** _____

Documents which must accompany this application:

1. Evidence of your identity as enumerated above.
2. Evidence of the data subject’s identity (if different from above).
3. Authorization from the data subject to act on their behalf (if applicable).
4. Justification for erasure of data.