

IMO PRIVACY POLICY FOR THE IMO ANYWHERE® APPLICATION
Last updated October 30, 2015

Thank you for using the IMO Anywhere® application. This statement discloses the privacy policy (the “Privacy Policy”) for the IMO Anywhere® application, as accessed through an online portal or a mobile application (collectively, the “Application”). Questions for clarification of this statement or comments may be addressed via email to: customersupport@imo-online.com.

Intelligent Medical Objects, Inc. (“IMO,” “we,” “us,” and “our”) adopted this Privacy Policy to further the relationship between IMO and its customers. This Privacy Policy, along with our IMO Anywhere® Terms of Use, located here: <https://imoanywhere.e-imo.com/Legal> and any other underlying agreements or terms set out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. This Privacy Policy also makes disclosures concerning IMO’s collection of information, including personal information, when you use the Application, and how we use and disclose it to others. By using the Application you accept the practices described in this Privacy Policy.

By using the Application, you consent to the use of information that you provide us in accordance with this Privacy Policy. We do update this Privacy Policy from time to time so please review this Privacy Policy regularly. If we materially alter our Privacy Policy, we will notify you of such changes by contacting you through your user account e-mail address and/or by posting a notice within the Application. Your continued use of the Application will be deemed your agreement that your information may be used in accordance with the new policy. If you do not agree with the changes, then you should stop using the Application and you should notify us that you do not want your information used in accordance with the changes.

You may access and/or download our Application through third parties. You should review and understand any third party’s privacy policy before you access and/or download our Application through them.

PRIVACY NOTICE

Please read this Privacy Policy carefully to fully understand how we collect, share and protect information about you. This Privacy Policy is incorporated into and is a part of the Terms of Use for the Application. To access the Terms of Use, click here: <https://imoanywhere.e-imo.com/Legal>.

By accessing and using the Application, you agree that you have read and understand this Privacy Policy and that you accept and consent to the practices and uses or disclosures of information about you that are described herein.

INFORMATION WE COLLECT

We collect personal and non-personal information when you provide it to us in the course of using the Application. We collect information that you provide to us which includes:

- (a) your name and email address;
- (b) your address and phone number and your payment method; and
- (c) communications by you to us regarding the Application or any of our services or products.

We automatically collect information regarding you and your use of the Application, including:

- (a) details of your visits to the Application and the resources you access, including, but not limited to, your Internet protocol (IP) address, traffic data, location data, weblogs and other communication data, the date and time you accessed or left the Application, term searches and other use of the Application;
- (b) details regarding your interactions with customer service, such as the date, time and reason for contacting us, transcripts of chat conversations, and if you call us, your phone number; and
- (c) information collected via the use of cookies (described below) and other technologies.

We may use analytic and reporting technologies to record non-personal information such as Internet domain and host names, IP addresses, browser software, operating system types, click patterns, term searches and search results, and the dates and times that the Application is accessed by you. We may contract with third parties to help us manage, monitor and optimize the Application and measure the effectiveness of our communications and use of the Application. We may use cookies for this purpose (see the section titled “Our Use of Cookies” below).

By submitting a telephone number to us, you agree that a representative of IMO can contact you at the number you provide, potentially using automated technology (including texts/SMS messaging) or a pre-recorded message. Your consent is not an obligation to receive any of our services.

OUR USE OF YOUR INFORMATION

The information that we collect and store relating to you is primarily used to enable us to provide our services to you in the best possible manner. In addition, we may use the information for the following purposes:

- (a) to communicate and provide you with information relating to our services or products (for example email notices regarding subscription renewals) and to offer you additional products and services;
- (b) to provide third parties with statistical information about the users of our Application;
- (c) to monitor and conduct an analysis of our Application traffic and usage patterns; and
- (d) to analyze trends and to improve our service.

OUR DISCLOSURE OF PERSONAL INFORMATION TO THIRD PARTIES

We may disclose your personal information to any affiliated business entities or third parties necessary to provide products and services to you. This includes, where applicable, our subsidiaries, holding company and its other subsidiaries (if any), as well as third parties involved in the administration and operation of our products and services. We may also disclose your personal information to other third parties, such as:

- (a) to protect or enforce our legal rights and policies, to protect or enforce the legal rights of a third party, or as we in good faith believe we are required to do so by law (such as to comply with a subpoena or court order, for example);

- (b) when we are contractually obligated to disclose it; or
- (c) where we sell any or all of our business and/or our assets to a third party.

We may contract with various third parties who help us provide, maintain and improve the Application and such third parties may have access to your personal information in order to perform their services. For example, we may subcontract out production, fulfillment, analytics, reporting or other operations.

OUR DISCLOSURE OF NON-PERSONAL INFORMATION TO THIRD PARTIES

We may disclose non-personal information, in aggregate form, your geographical information such as city and zip code, or term search data to potential strategic partners, advertisers, investors, customers, and others, including developing information, statistics, compilations, summaries, surveys, abstracts, analytics, or combinations with or matches against other data, for use by such third parties, whether or not for financial gain.

OUR USE OF COOKIES

A cookie is a small file placed on the hard drive of your computer. We use cookies to remember certain user information. This allows users of the Application to avoid logging in more than once, thereby saving time. All computers have the ability to decline cookies. You may, at any time, disable or refuse to accept cookies by changing the preferences or settings on your web browser. If you choose to disable cookies, you will still be able to use the Application. However, you will not be able to fully take advantage of certain automation and other functionality features available in the Application.

HOW WE PROTECT YOUR PERSONAL INFORMATION

We consider protecting the security of your personal information as very important. When you enter personal information into the Application, we encrypt that information using secure socket layer technology (sometimes referred to as “SSL”).

We follow generally accepted industry standards to protect personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your personal information, we do not guarantee absolute security. We are not responsible for the unauthorized acts of others and we assume no liability for any disclosure of information due to errors in transmission, unauthorized third party access (such as through hacking) or other acts of third parties, or acts or omissions beyond our reasonable control.

YOUR PRIVACY CHOICES

When you submit personal information to the Application, you may receive materials regarding IMO’s products and services by mail or e-mail. You may opt out of receiving these materials by: (i) visiting IMO’s website (www.e-imo.com) and clicking the “Contact Us” tab; or (ii) contacting IMO’s customer support.

UPDATING YOUR PERSONAL INFORMATION

You can always contact us to: (i) delete your personal information from our systems; (ii) update the personal information that you have provided to us; and (iii) change your preferences with respect to receiving information regarding our products and services.

CHILDREN'S PRIVACY

By using the Application, you affirm that you are at least 18 years of age or older. We are not liable for any damages that may result from a user's misrepresentation of age.

The Application is intended for health care providers. Therefore, it is unlikely that children under the age of 18 will use the Application. Accordingly, we will not knowingly collect or use any personal information from children that we know to be under the age of 18. In addition, we will delete any information in our database that we know originates from a child under the age of 18.

If you are between the ages of 13 and 17, you, your parent, or your legal guardian may request that we deactivate any of your personal information in our database and/or opt-out from receiving communications from us. If you wish to do so, please contact us at Customer Support at customersupport@imo-online.com.

No one under age 13 is authorized to submit or post any information, including personally identifying information, on our Application. Under no circumstances may anyone under age 13 use our Application. Parents or legal guardians of children under 13 cannot agree to these Terms of Use on their behalf.

CHANGES IN PRIVACY POLICY

This Privacy Policy is subject to change from time to time. We will notify you by email or in the Application whenever there is a material change in our Privacy Policy.