

INTRODUCTION

Alimetry Limited and its related companies (together “we,” “us,” “our”) are committed to complying with relevant privacy and data protection laws, including the New Zealand Privacy Act 2020 (NZ Privacy Act), the Health Insurance Portability and Accountability Act (HIPAA), and the European Union General Data Protection Regulation (GDPR) and the GDPR as retained in the laws of the United Kingdom (UK-GDPR). This notice explains how we collect, use, disclose, and protect personal data of healthcare professionals who use or are potential users of our products and services.

This privacy notice applies to personal data collected from healthcare professionals who use or are potential users of our products and services for purposes such as marketing, sales, account management, and service provision.

For information on how we handle patient data collected through our products, please refer to our Patient Privacy Notice [www.alimetry.com/patient-privacy-notice]. For information about our privacy practices when you visit and use our website, or contact us using the contact information available on our website, see our Website Privacy Notice [www.alimetry.com/website-privacy-notice].

PERSONAL DATA WE COLLECT ABOUT HEALTHCARE PROFESSIONALS

We provide medical devices and an accompanying application and cloud services to healthcare professionals for non-invasive diagnosis of gastrointestinal disorders.

We collect personal data about healthcare professionals who use or are potential users of our products and services, for purposes such as marketing, sales, account management, and service provision. This includes:

- Full name
- Email address
- Place of employment
- Work and delivery address
- Delivery instructions
- Purchase history
- Support requests and interactions
- Number of tests conducted using Alimetry devices.

We also collect information about healthcare professionals' use of our products and services that we use to generate de-identified statistical and analytical data solely as necessary for product evaluation, testing, improvement, and regulatory purposes.

USE AND DISCLOSURE OF PERSONAL DATA ABOUT HEALTHCARE PROFESSIONALS

If you are a healthcare professional who uses or is a potential user of our products and services, we use your personal data to support our business operations and provide services to you. Specifically, we may process your personal data for the following purposes:

- **Providing products and services:** We use your personal data to deliver our products and services, respond to inquiries, provide customer support, and fulfil contractual obligations.
- **Account management:** To maintain your account, track your usage of our products, and provide relevant updates or notifications regarding your purchases or usage.
- **Invoicing and payment:** To bill you and to collect money that you owe us, including authorising and processing credit card transactions.
- **Marketing and communications:** We may send you information about new products, services, promotions, or updates, based on your preferences or as permitted by law, and we may respond to communications from you, including a complaint. You can opt out of marketing communications at any time by following the unsubscribe instructions in our emails or by contacting us.
- **Improving products and services:** Your personal data may be used to evaluate, test, and improve the quality and performance of our products and services.
- **Legal compliance and protection:** We may process your personal data to comply with applicable laws, regulations, or legal processes, or to protect our rights, property, and safety, or those of others.
- **Business intelligence and strategy:** We may use your personal data to improve our business operations through data analysis and insights.
- **As authorised by you:** We may use your personal data for other purposes authorised by you.
- **Verifying your identity:** We use your personal data to verify your identity, where this is necessary for the purposes above.

We may disclose your personal data to the extent that we are required to do so by law, e.g., to meet law enforcement requirements.

We do not sell or share any identifiable or de-identified data about you with third parties for their own marketing, advertising, or other commercial purposes. We do not sell or share personal data with other companies for their own marketing, advertising, or other commercial purposes.

Mobile opt-in consent and mobile phone numbers collected for the purpose of sending text (SMS) messages will not be shared with third parties or other companies for any purpose, including marketing.

We may transfer your personal data in the case of a sale, merger, consolidation, liquidation, reorganisation or acquisition.

PROTECTING PERSONAL DATA ABOUT HEALTHCARE PROFESSIONALS

We take reasonable steps to keep personal data safe from loss, unauthorised activity, or other misuse. We implement appropriate technical and organisational measures to ensure a level of security appropriate to risks inherent in processing personal data.

If you are a healthcare user of our products and services, you play an important role in keeping patient records that are accessible using your account, and your own personal data, secure by maintaining the confidentiality of any username and password used to access and use our products and services. You should not disclose your username or password to third parties. Please notify us immediately if there is any unauthorised use of your account or any other breach of security.

PROCESSING PERSONAL DATA ABOUT HEALTHCARE PROFESSIONALS

For the purposes of the GDPR and the UK-GDPR:

- we are the data controller in relation to personal data about healthcare professionals who use or are potential users of our products and services; and
- the lawful basis for our processing of personal data about healthcare professionals who use or are potential users of our products and services is that processing is necessary:
 - for the performance of a contract to which the healthcare user is party or in order to take steps at a prospective healthcare user's request prior to entering into a contract; or
 - for the purposes of our legitimate interests, including managing our customer relationships, improving our products and services, and conducting direct marketing, except where such interests are overridden by the healthcare user's (or prospective healthcare user's) interests or fundamental rights and freedoms.

ACCESSING YOUR DATA AND EXERCISING YOUR RIGHTS

If you have any questions or want to know which personal data we have about you, please contact us at privacy@alimetry.com. Please make sure to always clearly state who you are, so that we can be certain that you are the individual to whom the personal data relates. We shall provide the requested information only if we are satisfied that you are the individual to whom the personal data relates. We may request that you provide evidence to confirm this.

We respect the following rights, regardless of whether you have such rights under applicable law, subject to certain grounds for refusal under applicable law and except to the extent required otherwise under applicable law.

- right to be informed – you must be provided information regarding the collection of your personal data, the purpose for processing it and if it will be disclosed to any third parties.
- right of access – you have the right to ask us whether we are processing your personal data and to provide you with a copy of that data.
- right to rectification – you have the right to have inaccurate or incomplete data about you rectified or completed.
- right to erasure – you have the right to request that we delete your personal data and we will do so if deletion does not contravene any applicable laws.
- right to withdraw consent – you have the right to withdraw your consent to our processing of your personal data at any time.
- right to restrict processing – you have the right to request that we restrict or block the processing of your personal data in certain circumstances.
- right to object to processing – you have the right to request that we stop processing your personal data at any time. Where your personal data is processed for the purposes of direct marketing, you have the right to object to such processing, including profiling related to direct marketing.
- right to not be subjected to automated decision-making – we do not undertake automated individual decision-making.
- right to data portability – you have the right to obtain from us your personal data that you have consented to give us.
- the right to complain to a supervisory authority – you can report any concerns you have about our privacy practices to the relevant data protection supervisory authority.

CONTACT US

If you have any questions about this privacy policy, our privacy practices, or if you would like to request access to, or correction of, personal data about you that we have collected or are holding for our own business purposes, you can contact us at privacy@alimetry.com.

MAKING A COMPLAINT

If you have any concerns about our use of your personal data, you can make a complaint to us at privacy@alimetry.com.

If you are in the UK, you can also complain to the Information Commissioner's Office (ICO) if you are unhappy with how we have used your data by visiting their website: <https://www.ico.org.uk>

For other jurisdictions, please contact your local data protection authority. You can find their contact details on their official websites.

NOTICE UPDATES

We reserve the right to make amendments to this Privacy Notice. It is recommended that you consult this notice regularly in order to be aware of any changes.