

Renata Medical Privacy Policy

Effective date: December 1, 2024

Table of Contents

1. Who's This Policy For And What Does It Cover?	1
2. What is "Personal Information"?	1
3. Personal Information We Collect And How We Collect It	2
4. How We Use Personal Information.....	3
5. How We Share Personal Information.....	3
6. Children's Privacy.....	4
7. Cookies And Online Tracking	4
8. Your Rights And Choices.....	6
9. Links To Third Party Sites.....	6
10. Third Party Direct Marketing	6
11. Security.....	6
12. California Residents	6
13. Changes To This Policy.....	6
14. Contact Us.....	7

1. Who's This Policy For And What Does It Cover?

Renata Medical, Inc. ("Renata Medical" or "we") takes your privacy seriously. This Privacy Policy ("Policy") is for users of our website (the "Site"). It describes how we may collect, use, and share your Personal Information. It also explains related rights and choices you may have.

By using this Site, you acknowledge that your Personal Information will be processed pursuant to the terms in this Privacy Policy. If you do not agree with the practices disclosed in this Privacy Policy, please do not provide us with your Personal Information or otherwise interact with the Site.

You may see other privacy notices when we collect your Personal Information for certain purposes. Those notices supplement this Policy.

2. What is "Personal Information"?

When we say “Personal Information,” we mean information that can reasonably be linked to a particular individual or their household. Generally speaking, your Personal Information includes your unique identifiers (full name, phone number, email address, user name, etc.), and information about your characteristics, conditions or behavior that is associated with one of your identifiers or could otherwise reasonably be linked to you.

“Non-Personal Information,” on the other hand, has been anonymized, aggregated or de-identified such that it cannot reasonably be linked to a particular individual or their household.

3. Personal Information We Collect And How We Collect It

Categories

The Personal Information we collect depends on the nature of your interaction with us or our Site, and may include:

- **Identifiers.** Your contact information (such as first and last name, address, email address, phone number) and other identifiers that are specific to you or the computer or mobile device with which you access our Site (such as username, IP address, cookie ID and similar information).
- **Professional or employment information.** Data such as job title, business or employer name.
- **Internet or other network activity.** Information about how you use the Site, such as the pages that you visit and your website preferences, and your interactions with emails or other communications sent on our behalf.
- **Location data.** Data that reflects your approximate location when you access our Services.
- Other categories disclosed to you at the point of collection

Collection Sources

From You When You Provide It. We may collect identifiers, professional or employment information or other Personal Information from you directly when you fill out a form on our Site, join our mailing list, or otherwise communicate with us.

Automatically From Your Device. Like most online services, our Site automatically collects some information from users’ devices in order to make features function correctly, customize or improve the user experience, understand how the Site is being used, or measure the effectiveness of marketing efforts. Some of this data may be collected through the use of browser cookies, pixel tags or similar online tracking technologies, which are explained [below](#). In some cases, we limit this type of collection to Non-Personal

Information. However, this data may include Personal Information such as online Identifiers or Internet Activity.

We may combine information collected from other sources with information collected from you or your device. To the extent the information, alone or in combination, constitutes Personal Information, we will treat it as Personal Information as described in this Policy.

4. How We Use Personal Information

We use Personal Information for the following purposes:

- To provide the Site to you
- To improve our Site and analyze how they are used;
- To secure the Site against fraud, malicious activity, or conduct that may violate our terms and conditions;
- To personalize and improve your experience with the Site;
- To provide you with marketing materials or other information that you request from us;
- To notify you about changes to our Site or services;
- To provide you with periodic newsletters;
- To fulfill and enforce any contract you enter into with us;
- To measure performance of our marketing efforts;
- To protect our legal rights and comply with our legal obligations
- In any other way we may describe when we collect the information; and
- For any other purpose with your consent.

We may use Non-Personal Information for any purpose.

5. How We Share Personal Information

Vendors

We may share Personal Information with contractors, service providers, and other vendors who assist or support us in providing the Site or our services. Examples of these third party services may include hosting our Site, storing data, performing analytics, processing payments, or sending marketing communications. Our agreements with vendors typically prohibit them from retaining, using or disclosing the Personal Information we share with them for any purpose other than providing services to us.

Analytics or Marketing Partners

We may share your Personal Information with analytics providers or marketing partners to measure performance of our Site or marketing efforts. This sharing may involve the use of browser cookies and similar technologies placed through our Site by our partners, as explained [here](#). For example, when you visit our Site, our partner's Cookie may cause your browser to automatically send a request to our partner's server and provide our partner with your IP address, other identifiers, device information and internet activity.

Mandatory Disclosures And Legal Proceedings

We may have a legal obligation to disclose Personal Information to government authorities or other third parties pursuant to a valid regulatory request, subpoena or court order. We may also need to disclose and otherwise process your Personal Information in accordance with applicable law to prevent physical harm or financial loss, protect the vital interests of a person, enforce our various policies or terms of use, protect our property, services and legal rights, prevent fraud, support auditing, compliance and corporate governance functions, or comply with applicable law.

Change In Control Or Merger

We may transfer your information in the event of the sale of substantially all of the assets of our business to a third-party or in the event of a corporate merger, consolidation, acquisition or reorganization.

With Your Direction Or Consent

We will share your Personal Information with other third parties as you may direct or otherwise consent.

6. Children's Privacy

Our Services are not directed to children (individuals under the age of 18). We do not knowingly collect, maintain, or process children's Personal Information unless the child's parent or guardian consents and provides the information. If we determine that we have received a child's Personal Information from a source other than the child's consenting parent/guardian, we will immediately delete the information.

7. Cookies And Online Tracking

What Are Cookies?

A browser cookie is a small piece of data that a website stores in your device's browser. It holds information that the site uses to function properly, remember your preferences, or personalize your experience. A typical cookie contains a cookie ID, which is a unique string of characters used to identify your browser during the browsing session, or in some cases, during subsequent browsing sessions. Cookies, cookie ID's and similar pieces of data may be considered Personal Information (identifiers or internet activity) under applicable law.

Other online technologies, similar to cookies, may allow users to be identified and tracked across multiple browsing sessions, and in some cases tracked across different websites and apps for marketing or advertising purposes. These technologies include, but are not necessarily limited to, pixels, web beacons and scripts (collectively with browser cookies, "Cookies").

How Cookies May Be Used On Our Site

Our Site uses “first party” Cookies, which are set by our web domain (renatamedical.com). Our Site also uses some “third party” Cookies, which are set by other web domains associated with our vendors or partners. This means that, when you visit our Site, your browser may automatically connect to our vendor’s web server, as well as ours, and provide them with access to your online identifiers and information about how you use our Site.

Both First Party and Third Party Cookies may be used on our Site for the following purposes:

- Essential: Essential Cookies are necessary for site security and to enable you to move around our site and use its features.
- Preferences. Preference Cookies allow us to remember your preferences on the Site during a session or across sessions.
- Analytics: Analytics Cookies allow us to analyze use of our Service to evaluate and improve performance or marketing efforts.
- Marketing. Marketing Cookies may be used to show you personalized advertising or other content and may allow our partners to track your activity across different sites.

Some of the Cookies used on our Site are related to Google Analytics and Google AdWords tools we use: <https://policies.google.com/technologies/partner-sites?hl=en-US>

How You Can Block Cookies

You can block, disable or delete cookies at any time by changing the settings in your browser. However, blocking, disabling, or deleting cookies may limit your ability to view all the pages of our site or other sites. You can find more information about cookies and other options you may have for restricting them at www.cookiesandyou.com/, and www.aboutads.info/choices.

“Do Not Track” Signals

“Do not track” (DNT) is a browser setting that signals to websites and online services that the user does not want to be tracked for advertising or analytics purposes. Our Site does not respond to DNT signals because there is no consensus on how they should be implemented.

8. Your Rights And Choices

You may opt-out of our marketing emails by using the unsubscribe link provided in the email.

See [Section 7](#) for options to restrict Cookies.

9. Links To Third Party Sites

Our Site may contain links to third-party websites, apps or services. If you use these links, you will leave our Site. Such links do not constitute or imply an endorsement, sponsorship or recommendation by us of the third party, the third-party website or the information contained therein, and we 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.

10. Third Party Direct Marketing

We don't share Personal Information with third parties for their direct marketing purposes.

11. Security

The security of your Personal Information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially reasonable means to protect your Personal Information, we cannot guarantee its absolute security.

12. California Residents

Renata Medical does not meet the definition of a covered "business" under the California Consumer Privacy Act of 2018, as amended. If and when Renata Medical becomes a covered business, we will update this Policy accordingly as part of ongoing compliance efforts.

13. Changes To This Policy

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Site after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy. If we

make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us, or by placing a prominent notice on our Site.

14. Contact Us

If you have any questions or concerns about this Policy, please contact us via info@renatamedical.com.