

HIPAA PRIVACY STATEMENT

THIS NOTICE DESCRIBES HOW MEDICAL INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN OBTAIN ACCESS TO THIS INFORMATION. PLEASE REVIEW IT CAREFULLY.

INTRODUCTION

Salelytics, LLC is required by law to maintain the privacy of “protected health information.” “Protected health information” includes any identifiable information we obtain from you or others that relates to your physical or mental health, the health care you have received, or questions about your health care. This Notice applies to Salelytics, LLC.

As required by law, this notice provides you with information about your rights and our legal duties and privacy practices with respect to the privacy of protected health information. This notice also discusses the uses and disclosures we will make of your protected health information. We must comply with the provisions of this statement, although we reserve the right to change the terms of this statement from time to time and to make the revised notice effective for all protected health information we maintain. You can always request a copy of the most current privacy statement from our Privacy department.

PERMITTED USES AND DISCLOSURES

Salelytics, LLC (“Salelytics”) is a Business Associate of Covered Entities and non-Covered Entities that also gather protected health data (collectively, the “Entities”) with which you may do business. These Entities would include, for example, your insurance company, your dentist, your pharmacy, etc. In the capacity of Business Associate, the Entity you use may provide access to a portion of your protected health information to Salelytics. We intend to use or disclose your protected health information to fulfill our obligations to the Entity. Only the minimum necessary information will be used or disclosed in all cases. These uses or disclosures may include, but are not limited to, the following categories and examples:

Treatment – We may use protected health information provided to us by the Entity to inform you of potential treatment options related to your healthcare. For example, we may notify you of specific physicians related to the healthcare treatment you are seeking, or we may assist you in setting up appointments with your healthcare provider.

Healthcare operations – We may use protected health information provided to us by your Entity to assist your Entity in serving you better. We may provide recall notifications for a recalled medical device you may use.

OTHER USES AND DISCLOSURES OF PROTECTED HEALTH INFORMATION

We may speak with you on behalf of your Entity to provide appointment reminders, set up appointments, or provide information about health-related benefits and services that may be of interest to you from visiting an entity's website.

We may disclose your protected health information at the direction of your Entity and only as permitted by applicable law.

When permitted by law, we may coordinate our uses and disclosures of protected health information with public or private entities authorized by law or by charter to assist in disaster relief efforts.

We may contact you on behalf of your Entity as part of their marketing efforts as permitted by applicable law and only with your written authorization to your Covered Entity if the marketing involves the use or disclosure of protected health information.

SPECIAL SITUATIONS

Except for the special situations set forth below and the general uses and disclosures described above, we will not use or disclose your protected health information for any other purposes unless you provide a written authorization to your Entity.

Worker's Compensation – We may disclose your protected health information to the extent authorized by and to the extent necessary to comply with laws relating to workers' compensation or other similar programs established by law.

Public Health – When required or permitted by law, we may disclose your protected health information to public health or legal authorities responsible for preventing or controlling disease, injury, or disability, or performing other public health functions. In addition, we may disclose your protected health information to avert a serious threat to health or safety.

Specialized Government Functions – We may disclose your protected health information for military and veterans' activities, national security and intelligence activities, and similar special governmental functions as required or permitted by law.

Health Oversight Agencies – We may disclose your protected health information to an appropriate health oversight agency, public health authority, or attorney involved in health oversight activities.

Law Enforcement – We may disclose your protected health information for law enforcement purposes as required or permitted by law or in response to a valid subpoena, court order, or other binding authority.

Judicial and Administrative Proceedings – We may disclose your protected health information for judicial or administrative proceedings as required or permitted by law or in response to a valid subpoena, court order or other binding authority.

Food and Drug Administration ("FDA") – We may disclose to the FDA, or an entity subject to FDA jurisdiction, your protected health information for public health purposes related to the quality, safety, or effectiveness of an FDA-regulated product or activity for which that person has responsibility. For example, your information may be disclosed in connection with the reporting of an adverse event, product defect, product tracking, or to provide post-marketing surveillance information.

Disclosures Required by Law – We may use or disclose your protected health information as required by law, provided such use or disclosure complies with and is limited to the relevant requirements of such law.

YOUR RIGHTS REGARDING HEALTH INFORMATION ABOUT YOU

You have a right to expect that your protected health information will be kept secure and used only for legitimate purposes.

- You have a right to understand how your protected health information may be used and disclosed by Salelytics
- You have a right to access this privacy notice that tells you how your protected health information may be used or disclosed.
- You have a right to ask questions about any health privacy issue and have those questions clearly and promptly answered.
- You have a (limited) right to know who has seen your health information, and for what purpose. If you make additional requests for such an accounting during any 12-month period, we may charge you a reasonable, cost-based fee.
- You have a right to see, and to keep a copy of, all of your health records except psychotherapy notes and information compiled in reasonable anticipation of, or for use in, a civil, criminal, or administrative action or proceeding. Your request for a copy of your record must be in writing.
- You have a right to ask for correction or inclusion of a statement of disagreement for anything in your records you feel is in error. Your request must be submitted in writing and include supporting documentation.
- You have a right to authorize or refuse additional uses of your protected health information, such as for fundraising, marketing, or research.
- You have a right to request extra protections for protected health information you consider especially sensitive, and to request that we communicate with you by alternative means.

COMPLAINTS

If you believe your privacy rights have been violated, you should immediately contact our Privacy and Security Office at Compliance@marketsource.com or privacyofficer@allegisgroup.com. We will not take any action against you for filing a complaint. You may also file a complaint with the Secretary of Health and Human Services.

CONTACT PERSON

If you have any questions or would like further information about this notice, please contact the privacy team by emailing Compliance@marketsource.com or privacyofficer@allegisgroup.com, contacting us toll-free at 1.888.999.9833 or submit a request online here: <https://www.salelytics.com/ContactUs/Contact/>.

By mail, we can be contacted at:

Salelytics, LLC

Legal Department

7301 Parkway Drive South

Hanover, MD 21076