

# LAB@HOME (US) PRIVACY NOTICE

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Century Health Inc. (“**Lab@Home (US)**,” “**we**,” “**our**,” or “**us**”) offers a convenient digital platform that allows you to order a lab requisition form and/or book a certified phlebotomist to perform specimen collection from the comfort of your home. We have developed this Privacy Notice to describe how and why we collect, use, and share your personal information. This Privacy Notice applies to our collection of personal information through our [www.labathome.us](http://www.labathome.us) website (“**Website**”), and from any other interactions you have with us (collectively, our “**Services**”).

By accessing or using our Services, you signify that you have read, understood, and agree to our collection, storage, use, and disclosure of your personal information as described in this Privacy Policy and our [Terms of Service](#). Please note that this Privacy Notice does not apply to our processing of information about employees or job applicants.

## Lab@Home (US) as a Service Provider

In certain situations, Lab@Home (US) functions as a service provider for other businesses. In the course of providing services for other businesses, we may collect your personal information on behalf of our business customers. We refer to this type of personal information as “Customer Data.” We collect and process Customer Data on behalf of our business customers subject to restrictions set forth in our contracts, including HIPAA business associate agreements, with them. This Privacy Notice does not apply to our collection and processing of Customer Data. We recommend referring to the privacy notice of the business customer with which you have a relationship for information on how they engage service providers, like us, to collect and process Customer Data on their behalf.

## 1. HOW WE COLLECT AND USE PERSONAL INFORMATION

**Personal Information:** When we use the term “**personal information**,” we mean any information that can be used to identify you, directly or indirectly, as an individual person.

We collect personal information in connection with your visits to and use of the Services. This collection includes information that you provide in connection with the Services, information from third parties, and information that is collected automatically, such as through the use of cookies and other technologies.

### A. Information You Provide

We collect and use personal information you provide in the following ways:

- **Registration.** If you register for an account with our Services, we may collect your name, email address, telephone number, age, and account credentials (such as username or password). We use this information to administer your account, provide you with the relevant services and information, communicate with you regarding your account and your use of the Services, and for customer support purposes. Please note that we work with third party payment processors for the collection and use of a payment card information and do not receive such data directly.
- **Medical Testing Information.** When you sign up for a test through our Services, we may collect information about the medical test that you would like our employees to administer. This information may include your name, date of birth, physical address, diagnosis information, insurance information, test request information, physician information, and email address. This information is used to ensure that we manage and administer the appropriate medical test.

- ***Inquiries and Troubleshooting.*** If you communicate with us through any paper or electronic form, we may collect your name, email address, mailing address, phone number, or any other personal information you choose to provide to us. We use this information to investigate and respond to your inquiries, and to communicate with you, to enhance the services we offer to our users and to manage and grow our organization.
- ***Feedback Information.*** If you complete a survey to evaluate your experience with Lab@Home (US), we may collect your name, information about your experience, and any other personal information you choose to provide to us. We use this information to enhance the services we offer to our users.
- ***Marketing Communications.*** If you register for our newsletters or updates, we will communicate with you by email. To unsubscribe from promotional messages, please follow the instructions within our messages and review the “Control Over Your Information” section below.

## **B. Information We Collect Online Automatically**

As is true of most digital platforms, we collect certain personal information automatically when you visit our Services, including:

- ***Web Logs.*** Our web servers keep log files that record data every time a device accesses those servers. As such, when you access this Website, we will automatically collect information such as your browser type and version, device and connection information, the Internet Protocol (IP) address used to connect your device to the Internet, and standard web log information.
- ***Location Information.*** We may collect general geographic location based on your IP address. We maintain location information only so long as is reasonable to provide the Services and then delete location data tied to your personal information. We may maintain de-identified location data for a longer period of time in order to analyze aggregate trends and metrics.
- ***Cookies and Pixel Tags.*** We, and our third-party partners, automatically collect certain types of usage information when you visit our Services, read our emails, or otherwise engage with us. We typically collect this information through a variety of tracking technologies, including cookies, web beacons, embedded scripts, location-identifying technologies, file information, and similar technology (collectively, “tracking technologies”). For example, we collect information about your device and its software, such as your IP address, browser type, Internet service provider, platform type, device type, operating system, date and time stamp, a unique ID (that allows us to uniquely identify your browser, mobile device, or your account), and other such information. We also collect information about the way you use our Services, for example, the site from which you came and the site to which you are going when you leave our website, the pages you visit, the links you click, how frequently you access the Services, whether you open emails or click the links contained in emails, and other actions you take on the Services. Most internet browsers allow you to remove or manage cookie functions and adjust your privacy and security preferences. For information on how to do this, access the “help” menu on your internet browser, or access <http://www.aboutcookies.org/how-to-control-cookies>. Please note, however, that disabling our cookies may mean that you will not be able to take full advantage of the Services.

## **C. Information from Third Party Sources**

We may receive personal information about you from other users or our business partners and service providers and combine this information with other information we have.

- ***Information We Receive from your Provider.*** At your direction and with your consent, we may receive a copy of your requisition form directly from your provider. This information is used to arrange for your lab test.

- **Information We Receive from the Labs.** If you obtain a requisition form through consultation with a doctor through our Service, we may receive your lab results from the lab that conducts your medical tests. We may use this information to allow you to view your test results and to contact you in the event of a critical result.
- **Information We Receive from Third-Party Sites You Connect to Our Services.** We may receive personal information about you from third parties and combine that with information we collect through our Services. For example, when you interact with us through a social media site or third-party service, such as when you like, follow, or share Lab@Home (US) content on Facebook, Twitter, Instagram, or other sites, we may receive information from the social network, including your profile information, picture, user ID associated with your social media account, and any other information you permit the social network to share with third parties. The data we receive from these third-party sites is dependent upon that third party's policies and your privacy settings on that third-party site. You should always review and, if necessary, adjust your privacy settings on third-party websites and services before linking or connecting them to our Services.
- **Payment Processors.** If you make a purchase through the Website, we will receive confirmation about the transaction from the applicable payment processor. We will not receive any payment card information or account numbers. We may use this information to complete transactions, to provide receipt information to you, for recordkeeping purposes, to prevent fraud or to protect our rights or the rights of others.
- **Information from Other Sources.** We may obtain information from other sources, including through third-party information providers, our customers, or through transactions such as mergers and acquisitions. We may combine this information with other information we collect from or about you. In these cases, our Privacy Notice governs the handling of the combined personal information. We use this information to operate, maintain, and provide to you the features and functionality of the Services, as well as to communicate directly with you, such as to send you email messages about products and services that may be of interest to you.

#### **D. Other Uses of Personal Information**

In addition to the uses described above, we may collect and use personal information for the following purposes:

- To create, maintain, improve, and operate the Website and Services.
- To personalize your user experience.
- To communicate with you to provide technical or administrative support, including to coordinate your appointment.
- To conduct, manage, and grow our organization.
- To market and advertise to you, such as to provide information and updates on our Services or other news or information about Lab@Home (US).
- To analyze, research, investigate and improve the use of our Services.
- To comply with our obligations and enforce our rights arising from any contracts we have with our customers.
- To prevent, investigate, and provide fraud notifications, unlawful or criminal activity, unauthorized access to or use of personal information, our data system services, and to meet governmental and institutional policy obligations.

- To investigate and resolve disputes and security issues and to enforce our [Terms of Service](#).
- For any other lawful, legitimate business purpose.

## 2. HOW WE SHARE AND DISCLOSE PERSONAL INFORMATION

We may share your personal information in the following ways:

- **Affiliates.** We may share personal information with other companies owned or controlled by Lab@Home (US), and other companies under common ownership with Lab@Home (US), which include subsidiaries (i.e., any organization we own and control) or parent companies (i.e., any organization that owns or controls us) and any subsidiaries it owns.
- **Laboratories.** We share personal information, including your lab sample, with the laboratories that perform the medical tests that you request. In some instances, Lab@Home (US) provides this information in its capacity as a service provider on behalf of the laboratory. Please review the applicable laboratory's privacy policy if you have questions about how it processes your personal information. In other instances, we make the disclosure as part of our services to you.
- **Independent Contractors.** At your direction, we may share your personal information with a doctor that serves as an independent contractor to Lab@Home (US) in order to generate a requisition form for a medical test.
- **Service Providers.** We share personal information with third-party service providers who perform services on our behalf, such as technology providers (including web and mobile platforms and hosting providers, email communications providers, analytics providers and data storage providers).
- **Payment Processors.** You provide your information directly to our payment processors through our Services. The processors are lawfully permitted to process your information for their own business purposes and legal requirements. We currently use Stripe for payment processing. Please review Stripe's privacy policy if you have any questions about how it processes your personal information <https://stripe.com/privacy>.
- **Regulatory or Legal Requirements, Safety and Terms Enforcement.** We may disclose personal information to third parties as required by law or subpoena or if we reasonably believe that such action is necessary to (a) comply with the law and the reasonable requests of law enforcement; (b) to enforce our [Terms of Service](#), or to protect the security or integrity of our Services; and/or (c) to exercise or protect the rights, property, or personal safety of Lab@Home (US), our visitors, or others. We may also disclose personal information to governmental regulatory authorities as required by law, including for tax or accounting purposes, in response to their requests for such information or to assist in investigations.
- **Business Transfers.** We may disclose personal information as part of an organizational business transaction, such as a merger, acquisition, joint venture, financing, or sale of organizational assets and may transfer personal information to a third-party as one of the business assets in such a transaction. We may also disclose personal information in the event of insolvency, bankruptcy, or receivership.
- **Consent.** With any other entity disclosed to you at the time we collect your information or with your consent.

We may also share information with others in an aggregated or otherwise anonymized form that does not reasonably identify you directly as an individual.

### 3. THIRD PARTY TRACKING AND ONLINE ADVERTISING

We participate in interest-based advertising and use third-party advertising companies to serve you targeted advertisements based on your online browsing history and your interests. We permit third-party online advertising networks, social media companies, and other third-party services to collect information about your use of our Services over time so that they may play or display ads on our Services, on other websites, apps, or services you may use, and on other devices you may use. Typically, though not always, the information used for interest-based advertising is collected through cookies or similar tracking technologies. We may share a common account identifier (such as an e-mail address or user ID) or hashed data with our third-party advertising partners to help identify you across devices. We and our third-party partners use this information to make the advertisements you see online more relevant to your interests, as well as to provide advertising-related services such as reporting, attribution, analytics, and market research.

To learn more about interest-based advertising and how you may be able to opt out of some of this advertising, you may wish to visit the Digital Advertising Alliance's (DAA) resources and/or the Network Advertising Initiative ("NAI")'s online resources, at <http://www.aboutads.info/choices> or <http://www.networkadvertising.org/choices>, and you can opt out of receiving some interest-based advertisements on mobile apps by visiting <http://www.aboutads.info/appchoices>. You may also be able to limit interest-based advertising through the settings menu on your mobile device by turning off "personalized ads" (iOS) or selecting "opt-out of interest-based ads" (Android). You may also be able to opt out of some – but not all – interest-based advertising served by mobile ad networks by visiting <http://youradchoices.com/appchoices> and downloading the mobile AppChoices app.

Please note that some advertising opt-outs may not be effective unless your browser is set to accept cookies. Furthermore, if you use a different device, change browsers, or delete the opt-out cookies, you may need to perform the opt-out task again.

**Google Analytics and Advertising.** We use Google Analytics to recognize you and link the devices you use when you visit our site or Services on your browser, log in to your account on our Services, or otherwise engage with us. We share a unique identifier, like a user ID or hashed e-mail address, with Google to facilitate the service. Google Analytics allows us to better understand how our users interact with our Services and to tailor our advertisements and content to you. For information on how Google Analytics collects and processes data, as well as how you can control information sent to Google, review Google's site "How Google uses data when you use our partners' sites or apps" located at [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). You can learn about Google Analytics' currently available opt-outs, including the Google Analytics Browser Ad-On here <https://tools.google.com/dlpage/gaoptout/>.

We may also utilize certain forms of display advertising and other advanced features through Google Analytics. These features enable us to use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick advertising cookie) or other third-party cookies together to inform, optimize, and display ads based on your past visits to the Services. You may control your advertising preferences or opt out of certain Google advertising products by visiting the Google Ads Preferences Manager, currently available at <https://google.com/ads/preferences>, or by visiting NAI's online resources at <http://www.networkadvertising.org/choices>.

### 4. HOW WE STORE YOUR INFORMATION

Your information collected through our Services may be stored and processed in the United States or any other country in which Lab@Home (US) or its parent, subsidiaries, affiliates, or service providers maintain facilities. If you are located in other regions with laws governing data collection and use that may differ from U.S. law, please note that we may transfer information, including personal information, to a country

and jurisdiction that does not have the same data protection laws as your jurisdiction, and you consent to the transfer of information to the U.S. or any other country in which Lab@Home (US) or its parent, subsidiaries, affiliates, or service providers maintain facilities and the use of disclosure of information about you as described in this Privacy Notice.

## 5. CONTROL OVER YOUR INFORMATION

You have some choices regarding how we use your personal information, including the following:

- **Modifying or Deleting Your Information.** If you have questions about reviewing, changing, or deleting your information, you can contact us directly at [concierge@labathome.us](mailto:concierge@labathome.us). If you are inquiring about information collected in by one of our business partners, please contact our business partner for more information. We may not be able to change or delete your information in all circumstances.
- **How to Control Your Communications Preferences.** From time to time, we may send you emails or text messages regarding updates to our platform, notices about Lab@Home (US) or your appointments, or information about products/services we offer that we think may be of interest to you. You can stop receiving promotional email communications from us by clicking on the “unsubscribe link” provided in the email. You may not opt-out of Service-related emails (e.g., account verification, transactional communications, changes/updates to features of the Website, technical and security notices). You may also unsubscribe from receiving SMS text messages by replying “STOP” to the number sending the message.

## 6. CHILDRENS PRIVACY

We do not knowingly collect or solicit personal information from children under the age of thirteen (13), nor is this website targeted towards children under the age of thirteen. In the event we learn that we have inadvertently collected personal information from a child under age thirteen, we will delete that information as quickly as possible. If you believe that we might have received information from a child under 13, please contact us at [help@labathome.us](mailto:help@labathome.us).

## 7. THIRD PARTY WEBSITES AND SERVICES

The Services may contain integrations or links to third party websites or services, including those of our business partners. By interacting with these third parties, you are providing information directly to the third party and not Lab@Home (US). Please note that Lab@Home (US) is not responsible for the privacy practices of these third parties or any entity that it does not own or control. We encourage you to review the privacy policies and online terms of those third parties to learn more about how they handle your personal information.

## 8. CONTACT US

If you have any questions about this Privacy Notice or the Services, please contact us via email at [help@labathome.us](mailto:help@labathome.us) or by phone at 1-855-944-6635.

## 9. CHANGES TO OUR PRIVACY NOTICE

This Privacy Notice is subject to occasional revisions. Lab@Home (US) will update this Privacy Notice in a timely manner if anything is updated or changed and will repost the notice on the Website with an updated effective date at the top. We encourage you to check this page periodically to stay informed about how we are processing personal information.