

## PRIVACY POLICY

POPS! Diabetes Care strives to help you own your life. It is our goal to protect your privacy while providing you optimized service. This Privacy Policy sets out how we collect, use and share information that we obtain from or about you when you use one of our services. This includes data we collect from our website as well as data we collect from devices that you choose to connect to our service through our mobile application to help you measure your blood glucose levels using our glucose meter and test strips and track your activities (our “System”). Our website, our System, and any other services we provide that are subject to this Privacy Policy are our “Services”.

By using our Services, you consent to the terms described in the most recent version of this Privacy Policy. You should also read our [Terms of Use](#) to understand the general rules about your use of our Services, and any additional terms that may apply when you access particular services or materials on certain areas of this website, mobile application, or other Services.

When we use the phrases “we”, “our”, or “us”, we mean POPS! Diabetes Care and its affiliates. When we use the phrases “you”, “user(s)”, “hey you” and similar words, we mean the individual using one of our Services to which this Privacy Policy is linked.

**What kinds of information does this Policy cover?** This Privacy Policy covers both “public” and “private” information.

**What is public information and how is it collected and used?** Public information is information that is publicly known, or information that cannot identify you as an individual person. For instance, if you visit a web site to which this Policy is linked to read information about one of our Services or use our System to manage information about your glucose levels and activities, we may collect certain information about you from your computer's or mobile device's web browser (cookies!). Because this information cannot identify you or be tied to you personally in any way, there are no restrictions on the ways that we can use or share such public information.

We may from time to time provide features that facilitate public discussions on various topics. Please note that any information you post in these discussions will become public, so please do not post sensitive private information in the public discussions (don't post anything your mom wouldn't want to read). If you publicly post information about yourself to other users of our Services, such as when you participate in a public forum, blog, or chat room, the information you post is public information, and there are no restrictions on the ways that we can use or share it (use good judgement!). In addition, that information could be collected and used by others (screen grabs are a thing). We are not responsible for any action or policies of any third parties who collect information that users disclose in any such forums on the web site. We do not agree or disagree with

anything posted on the discussion board (Read: Your opinion is your own. Opinion: noun; A view or judgement formed about something, not necessarily based on fact or knowledge). Also remember that you must comply with our other published policies regarding postings on our public forums.

**What is private information and how is it collected?** Private information is information that identifies you as an individual, such as your name, mailing address, e-mail address, and telephone number. Private information also includes health information that you give us such as glucose readings you collect and submit using our System.

We may collect private information from or about you in a variety of ways, including when you sign up to receive our Services including to become an enrolled user of our System, create or add information to your account, use our System, or fill out an online form or survey. We may also collect private information about you when one of your friends or family members gives us your contact information so that you can share your private health information with them through our Services (in this case, sharing really is caring).

We also may offer features that require location data. If you choose to use these features, we will collect data about your physical location from your mobile device if your operating system is enabled to send it to us. We stop collecting this type of data when you stop using the feature.

**Are cookies or other technologies used to collect private information?** Yes, we collect certain data from everyone who visits our service. We may use common technologies, such as cookies, clear gifs and web beacons to automatically collect information such as your IP address or other device addresses or web browsers and/or device type, or the web pages or sites that you visit just before or just after you use our service. We may also use technologies to collect information regarding your interaction with email messages, such as whether you opened, clicked on or forwarded a message. This information is gathered from all users and may be connected with other information we collect from you (advertising amirite?). When it is connected with other information, we collect from you, it is treated as private information (#whew).

**Does POPS! Diabetes Care collect payment data?** Certain purchases may require that you provide financial account information, such as your credit card number to our third-party service providers. Purchases for virtual goods are handled by third party app stores such as Apple's App Store and Google Play. We do not collect, process, or transmit credit card information and are not responsible for our third-party vendors' policies and practices (that's their wheelhouse yo).

**How does POPS! Diabetes Care use private information?** We may keep and use private information we collect from or about you to provide you with access to our Services, to respond to your requests, to bill you for Services you purchased, to provide ongoing Service and support, to contact you with information that might be of interest to you, including information about products and services of ours and of others, or ask for

your opinion about our Services or the products or services of others, for record keeping and analytical purposes and to research, develop and improve programs, products, Services and content (try saying that all in one breath). We also may use private information in additional ways for which you have given your express consent, such as through clinical trial consent (we aren't jerks about using your info).

Private information collected online may be combined with information you provide to us through other sources. We may also remove your private identifiers (your name, e-mail address, address, etc). In this case, you would no longer be identified as a single unique individual. Once we have de-identified information, it is no longer private information and we may treat it like other public information (you are now legion).

Finally, we may use your private information to protect our rights or property, or to protect someone's health, safety or welfare, and to comply with a law or regulation, court order or other legal process (gotta be the good guys here).

Unless otherwise specified in writing by POPS! Diabetes Care, we do not intend your use of the Services including the System to create obligations under the Health Insurance Portability and Accountability Act ("HIPAA") unless required by other agreements.

**Does POPS! Diabetes Care share private information with others?** We will not share your private information with an unrelated third party without your permission, except as otherwise provided in this Privacy Policy (your secrets are safe with us).

One of the features of our System allows you to designate physicians, friends and/or family members who you give permission to view your results. If you use this feature, you consent to our sharing of your information with these designated individuals or healthcare providers (sharing is caring!).

If we are required by the payer of the service for you, we may share private information with entities that they designate to receive your private information.

In the ordinary course of business, we may share some private information with companies that we hire to perform services or functions on our behalf. In all cases in which we share your private information with a third party for the purpose of providing a service to us, we will prohibit them from keeping, disclosing or using your private information except for the purpose of providing the services we asked them to provide (we've got this).

We will not sell exchange or publish your private information, except in conjunction with a corporate sale, merger, dissolution, or acquisition (no spam from us!).

We may be legally compelled to release your private information in response to a court order, subpoena, search warrant, law or regulation (sorry, the law is the law). We may cooperate with law enforcement authorities in investigating and prosecuting web site visitors who violate our rules or engage in behavior which is harmful to other visitors (or illegal) (so don't be a jerk). We also may disclose your private information to third parties

if we feel that the disclosure is necessary to protect our rights or property, protect someone's health, safety or welfare, or to comply with a law or regulation, court order or other legal process.

**How is private information used for communications?** We may contact you periodically by e-mail, mail, text or telephone to send administrative messages such as those related to account management, customer service or system maintenance (gotta stay connected). We may contact you to provide information regarding programs, products, services and content that may be of interest to you. In addition, if your communication requests a response from us, we may send you a response via e-mail or text. The e-mail or text response or confirmation may include your private information. We cannot guarantee that our e-mails to you will be secure from unauthorized interception so please take that into consideration when you ask for a response from us (maybe don't use that free café Wi-Fi to send us your health info).

If you receive promotional email from us, you may unsubscribe at any time by following the instructions contained in the email. You may also opt out from receiving promotional email by sending your request to us by email at [supportsquad@popsdiabetes.com](mailto:supportsquad@popsdiabetes.com) or by writing to us at the address given at the end of this policy. Please be aware, that even after you opt out from receiving promotional email from us, you will continue to receive administrative emails from us regarding the Service (cause those are important).

**What about links to other sites?** Our Services including our websites may contain links to other sites. We are not responsible for the privacy practices of such other sites. We encourage you to be aware when you leave our Services to read the privacy statements of each and every site that collects personally identifiable information.

**How does POPS! Diabetes Care work to keep private information secured?** We have implemented generally accepted standards of technology and operational security in order to protect privately-identifiable information from loss, misuse, alteration, or destruction (we've got you covered). We will give only authorized personnel and third-party vendors access to your private information, and these employees and vendors are required to treat this information as confidential. Despite these precautions, we cannot guarantee that unauthorized persons will not obtain access to or use your private information (nobody is perfect unfortunately, not even us).

You can also play a role in protecting your private information. You are responsible for any access to your data if you share your user name and password, or if you share your data through our app. In addition, if you choose to use a "persistent log-in", so that your user name and password are automatically entered in our online application, without the need for you to re-enter information, others may have access to your information through your mobile device. If you are concerned about the unauthorized use or disclosure of information via your mobile device, you should lock your mobile device when not in use or elect to not use the persistent log-in feature (annoying we know, but safer).

**Are there special rules for users from outside the U.S.?** Our Services are intended for

use in the United States. If you are visiting from the European Union or other regions with laws governing data collection and use that differ from those of the United States, please note that your information, including your personal information, will be transferred to the United States and processed in the United States or elsewhere. By providing your information to us, you consent to any transfer and processing in accordance with this privacy policy.

**What happens if this Privacy Policy changes?** We may revise this policy from time to time. When we do, we will post the revised policy on this web page and the revised version will be effective when it is posted. If we make any material changes to this policy, we will notify you of such changes by posting them on this page or, at our sole discretion, by sending you an email or other notification and we will indicate when such changes will become effective. By continuing access to use our services, you are agreeing to be bound by the revised policy. You are responsible for ensuring we have an up-to-date active and deliverable email address for you and for periodically visiting our Website and this privacy policy to check for any changes (maybe set a calendar notification to check the link every so often if you want to keep on top of it).

**What about Children's Privacy Rights?** We will not intentionally collect, or intentionally allow a third party to collect, any private information (such as a child's name or email address) from children under the age of 13 through our Services, unless we have received a parent's express written, verifiable consent. If you think that we have collected private information from a child under the age of 13 without a parent's express written verifiable consent, please contact us (our Support Squad will be all over it).

**Service Access.** You must be 13 years of age or older to use our app, or have express, verifiable parental consent.

**Do California residents have special rights?** Our Privacy Policy describes how we share information for marketing purposes. The Policy and rights apply to all customers, including California residents:

- We do not sell information to others for marketing purposes, except as is otherwise described in this Privacy Policy.
- We may share information with vendors, such as a fulfillment company that assists us with our operations.
- See the section above "**Does POPS! Diabetes Care share private information with others?**" for a full description.

**Do Not Track Disclosure:** This website does not monitor or identify "do not track signals" from your computer, and such signals will not impact the operation of this website or app.

Please contact us with any questions, or to request a list of third parties to whom we may disclose information for marketing purposes and the categories of information we may disclose, via the [Contact Us](#) section.

Last Updated: October 17, 2019

## **Contact Us**

Please feel free to contact us with any questions, concerns, or comments.

POPS! Diabetes Care

### CONTACT INFO

Email: [supportsquad@popsdiabetes.com](mailto:supportsquad@popsdiabetes.com)

Call at: 1-800-767-7268