

Privacy Policy for AIQ Global, Inc.

Last Updated: April 1, 2023

AIQ Global, Inc. is committed to protecting the privacy of your personal information. In this privacy policy, (“**Policy**”), we explain how we collect, use, share and protect Personal Information. We also address how you can contact us if you have any questions regarding our Policy.

Changes to this Privacy Policy

We may update this Policy from time to time. We will promptly display on our website (“**Site**”) or otherwise notify you when we update this Policy. In addition, we recommend you visit our Policy from time to time to look for updates.

Notice of Privacy Practices

Please note that some of the information we collect, and use is subject to the requirements of the Health Information Portability and Accountability Act (“HIPAA”). For example, when your healthcare provider shares your medical records with us, that information is subject to HIPAA requirements. In those circumstances, the healthcare provider’s notice of privacy practices will apply to those privacy practices and not this Policy.

1. What is Personal Information?

"Personal Information" is information that alone or in combination can be used to identify a natural person. Personal Information does not include information which is available publicly or data which has been de-identified or aggregated.

2. Categories of Personal Information We Collect

We collect the following categories of Personal Information:

Category of Personal Information	Examples:
Identifiers	Contact information and information which can be used to identify you such as your name, date of birth, and internet protocol address (“IP Address”).
Customer Records	Name, signature, address, telephone number, email address
Protected Class Information	Characteristics of protected classifications under federal or state law such as race, ancestry, national origin, age, sex, medical condition, or genetic information.
Commercial Information	Products or services purchased, obtained, or considered
Biometric Data	Body measurements and calculations used to determine an individual’s identity such as weight
Professional Information	Place of employment, position, job history, salary, resume, and other related data.
Education Information	Information such as schools attended, majors and graduation dates

3. Sources from which we collect Personal Information

We collect Personal Information from the following sources:

- from you directly (such as when you interact with us in writing, electronically or by telephone).
- information we collect using technology when you visit our Site; and
- information we collect from third parties such as a healthcare provider or a laboratory.

4. The Purposes for which we Collect and Use Personal Information

We collect and use Personal Information for the following business purposes:

- **Provide Services.** To provide our services to healthcare providers.
- **Customer Service.** To respond to your questions, provide customer service or technical support and to respond to concerns and feedback.
- **Payments.** To process payments.
- **Research and Development.** To perform research and analysis to improve our technology and services and to develop new technology and services.
- **Operations.** To operate our business, including HR and benefits administration, operating our information technology system, data security and accounting/payroll purposes.
- **Business Relationships.** To manage our relationships with our customers, suppliers, and contractors.
- **Marketing and Advertising.** To contact you with information about our technology and services, and to provide news and events that may be of interest to you.
- **Employment Applications.** To consider job applicants for current and future employment.
- **To Comply with Applicable Laws.** We may use and disclose your Personal Information for other purposes required or authorised by or under law (including purposes for which you have provided your consent).
- **To Protect Legal Rights.** We may use your Personal Information to protect our legal rights or the legal rights of you or a third party in connection with the use of our Site or the operation of our business.

5. Third Parties with Which we Share Personal Information.

In conducting our business, we may disclose your Personal Information to third parties for the purposes outlined above. These third parties may include:

- **Affiliated Companies.** Our affiliated companies (including AIQ Australia Pty Ltd).
- **Healthcare Professionals.** We may share Personal Information as needed to provide services to your healthcare providers.
- **Payment Processors.** Third party financial institutions for payment processing.
- **Service Providers:** Service providers with whom we have written agreements, including information technology providers.
- **Professional Advisors.** To our external professional advisors such as our accountants, attorneys, auditors, financial and business advisors.

- **Parties to a Business Transaction.** In the case of a proposed or actual sale of our business (in whole or part), to a purchaser of our business and their advisors.
- **Law Enforcement and Legal Personnel:** When required under applicable law with law enforcement agencies and in response to subpoenas and court orders.
- **References.** If you apply for a job and provide a reference, we may share Personal Information with those references.

We may also disclose your Personal Information to other third parties and for other purposes where we are required or authorised by or under law to do so (including where you have provided your consent).

Disclosure of Personal Information to overseas recipients

Some of our service providers and related companies are located outside of the USA. As a result, Personal Information collected and held by us may be transferred to recipients in other countries.

How we protect Personal Information

We protect Personal Information in servers within our company and using third party service providers. We take reasonable steps to protect the security and confidentiality of Personal Information in our possession or control to reduce the risk of unauthorized access or acquisition of Personal Information. We also require that our service providers utilize reasonable security measures in writing.

Cookies

We may use "cookies" on our website. Cookies are small pieces of software code placed on your device when you visit our Site. We use cookies to help the Site to remember important information that will make your visit to the Site more useful. If you wish to turn off cookies, you may use the options on your browser to assist you. Please note that by turning cookies off, you will not have access to many features available on our Site.

Opt-Out of Communications

We may contact you by email, mail, or telephone. You can let us know at any time if you no longer wish to receive marketing communications from us by contacting us (using the contact details at the end of this Policy) or using the opt-out/unsubscribe facility in our communications.

Contact details and additional information

If you would like more information about our approach to privacy, or if you wish to contact us regarding the information set out in this Policy, please contact us:

- by phone: 608-268-9684
- by email: info@aiq-solutions.com
- by post: AIQ Global
8000 Excelsior Drive
Suite 400
Madison, WI 53717