PRIVACY POLICY

Last Updated March 2019

Welcome to the Kno2 Interoperability as a Service (the "Application" or "Service") of Kno2 LLC ("Company," "we," "us," or "our"). We regard the privacy and security of our customers and user information as a critical component of our Services. The following information explains our information collection, dissemination and security standards.

This Privacy Policy explains what Personal Data (defined below) we collect, how we use and share that data, and your choices concerning our data practices.

By using the Service, you agree to the practices described in this Privacy Policy. If you do not agree to this Privacy Policy, please do not register to access the Application or otherwise use the Service. Before using the Service or submitting any Personal Data to Company, please review this Privacy Policy carefully.

1.   PERSONAL DATA WE COLLECT

When you access our Application, we will ask you to give us information about yourself ("Registration Data" or "Personal Data").

Personal Data You Provide: We collect Personal Data when you subscribe to our Services, update account information, or interact with our support services including by telephone, email, support request forms, or chat services that may be accessible in our application or web pages. The Personal Data collected during these interactions may vary based on what you choose to share with us, but it will generally include personal name and contact information, work location and associate information, and the financial information necessary to ensure payments can be processed by our payment processor. Accordingly, in addition to this Privacy Policy and our Terms of Service, information related to your purchases through our ecommerce site is also subject to our ecommerce platform (https://www.zuora.com/privacy-statement/) and payment processor's (https://www.vantiv.com/privacy-policy). Please read those documents to learn more about how Zuora and Vantiv processes your Personal Data.

Personal Data We Receive Automatically From Your Use of the Service: When you visit, use and interact with the Service, we may receive certain information about your visit, use or interactions. For example, we monitor, including, but not limited to, number of interactions with the Service, times of Service sessions, and which browsers are used to access the Service (e.g., Firefox, Microsoft Internet Explorer, etc.), broad geographical information, feature usage and point and click navigation patterns. In particular, the following information is created and automatically logged in our systems:

●   Log data: Information that your browser automatically sends whenever you visit the Application ("log data"). Log data includes your Internet Protocol ("IP") address, browser type and settings, the date and time of your request, and how you interacted with the Application.

●   Cookies: Please see the "Cookies" section below to learn more about how we use cookies.

● Device information: Includes name of the device, operating system, and browser you are using. Information collected may depend on the type of device you use and its settings. Some clients may include information that identifies the hardware used to access the service for purposes such as evaluating whether the device has license to access the service. This data may include information such as make, model, and serial number of a device such as a multifunction machine.

● Usage Information: We collect information about how you use our Service, such as the types of content that you view or engage with, the features you use, the actions you take, and the time, frequency and duration of your activities.

Cookies: We also automatically collect certain information when you use our Services, like the Internet Protocol (IP) address (if using a browser) or a device identifier (if using a mobile device), operating system, the browser type, and your location (if you enable this feature). You can enable or disable location services when you use our services at any time, through your browser or mobile device settings. We may automatically collect certain information using "cookies" (a small data file that your browser places on your computer that helps us better understand how you interact with and use our services). Most Internet browsers automatically accept cookies and you can instruct your browser, by editing its options, to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. If you choose to stop accepting cookies, portions of the service may no longer function.

2.   HOW WE USE PERSONAL DATA

Some of your Personal Data may be shared on an aggregate basis only as a part of a larger set of data, but that information will not disclose your or permit any recipient to identify you. We may use Personal Data for the following purposes:

·   To provide the Service;

·   To respond to your inquiries, comments, feedback or questions;

·   To send administrative information to you, for example, information regarding the Service, and changes to our terms, conditions, and policies;

·   To analyze how you interact with our Service;

·   To maintain and improve the content and functionality of the Service;

·   To develop new products and services;

·   To prevent fraud, criminal activity, or misuses of our Service, block prohibited reseller traffic, and to ensure the security of our IT systems, architecture and networks; and

·   To comply with legal obligations and legal process and to protect our rights, privacy, safety or property, and/or that of our affiliates, you or other third parties.

Marketing. We may contact you to tell you about additional features or services we believe will be of interest to you. For instance, if you elect to provide your email or telephone number, we may use that information to send you information about additional features in the Application. You may opt out of receiving emails by following the instructions contained in each promotional email we send you. In

addition, if at any time you do not wish to receive future marketing communications, please provide your indication to marketing@kno2.com. If you unsubscribe from our marketing lists, you will no longer receive marketing communications, but we will continue to contact you regarding our Application and Services and to respond to your requests.

3.   SHARING AND DISCLOSURE OF PERSONAL DATA

In certain circumstances we will share your Personal Data with third parties without further notice to you, unless required by the law, as set forth below:

·   Vendors and Service Providers: To assist us in meeting Application operational needs and to perform the Services, we will share Personal Data with healthcare network vendors and service providers, providers of webinar services, email communication software and customer support services. Pursuant to our instructions, these parties will access, process or store Personal Data in the course of performing their duties to us. We take commercially reasonable steps to ensure our service providers adhere to the Security standards we apply to your Personal Data.

·   Business Transfers: If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of all or a portion of our assets, or transition of service to another provider, your Personal Data and other information may be shared in the diligence process with counterparties and others assisting with the transaction and transferred to a successor or affiliate as part of that transaction along with other assets.

·   Legal Requirements: If required to do so by law or in the good faith belief that such action is necessary to (i) comply with a legal obligation, including to meet national security or law enforcement requirements, (ii) protect and defend our rights or property, (iii) prevent fraud, (iv) act in urgent circumstances to protect the personal safety of users of the Application, or the public, or (v) protect against legal liability.

4.   DATA RETENTION

We keep Personal Data for as long as reasonably necessary for the purposes described in this Privacy Policy, while we have a business need to do so, or as required by law (e.g. for tax, legal, accounting or other purposes), whichever is the longer.

5.   USE OF OTHER THIRD-PARTY APPLICATIONS

The Application may contain access to the use of other applications not operated or controlled by Company ("Third Party Applications"). The information that you share with Third Party Applications will be governed by the specific privacy policies and terms of service of the Third-Party Applications and not by this Privacy Policy. By providing this access we do not imply that we endorse or have reviewed these applications. Please contact the Third-Party Applications directly for information on their privacy practices and policies.

6.   SECURITY STANDARDS

Information we collect is stored in secure operating environments that are not available to the public. We comply with industry standards to protect Personal Data both online and offline from loss, misuse, and unauthorized access, disclosure, alteration or destruction. We use third-party vendors to provide the necessary hardware, software, networking, storage, and related technology required to run our site and provide our Services. Information is encrypted during transmission and when stored in our databases to ensure the utmost security. Although we own the code, databases, and all rights to our applications, you retain all rights to your data.

7.   YOUR CHOICES

Whether or not you provide Personal Data to us is completely up to you, but if you choose not to provide information that is needed to use the Application, you may be unable to use the Application. You can also contact us to ask us to update or correct your Personal Data.

8.   CHANGES TO THE PRIVACY POLICY

The Service, and our business may change from time to time. As a result we may change this Privacy Policy at any time. When we do, we will post an updated version in the Application and on www.kno2.com, unless another type of notice is required by the applicable law. By continuing to use our Service or providing us with Personal Data after we have posted an updated Privacy Policy, or notified you if applicable, you consent to the revised Privacy Policy and practices described in it.

9.   CONTACT US

If you have any questions about our Privacy Policy or the information practices of the Application, please feel free to contact us at contact@kno2.com.