

The ConnectiveRx Privacy Policy was updated on October 17, 2018.

PSKW, LLC d.b.a. ConnectiveRx (“ConnectiveRx” or “We”) respects your privacy and is committed to protecting it through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit the website www.connectiverx.com and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect on this Website, information you submit directly to us through the “Contact Us” section of the Website, and information you submit in participation with any ConnectiveRx survey. This policy also applies to information we collect on patient-facing reimbursement sites, such as <https://myreimbursement.pskw.net/>.

It does not apply to information collected by:

- ConnectiveRx through the “Contact Us” section of the Website related to individual patient information, including prescription and other medical information.
- ConnectiveRx offline or through any other means, including on any other website operated by ConnectiveRx, ConnectiveRx’s affiliates and subsidiaries, or any third party. Specifically, it does not apply to the services provided on www.pdrnetwork.com, www.pdr.net, www.pskw.com, <https://macgroupcard.com>, www.careform.com, or to information collected offline or through other means for ConnectiveRx’s operational and business purposes; or
- Any third party, including through any application or content that may link to or be accessible from the Website. Please be sure to review the privacy policy of any third-party website or application you visit for more information about how your information may be used, stored, collected, or shared by third parties.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, you may choose to not use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time (see Changes to our Privacy Policy below). Your continued use of this Website after we make changes is

deemed to be acceptance of those changes, so please check the policy periodically for updates.

Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, email address, telephone number, city, and state or any other information you choose to submit to ConnectiveRx that is defined to be personal or personally identifiable information under applicable law; and
- That is about you but individually does not identify you, such as your IP address, referring URL, operating system, web browser, and timestamp of your visit to our Website.

We collect this information:

- Directly from you when you provide it to us when you submit it to us through the “Contact Us” section of our Website. The “Contact Us” section is not intended to be used for individual questions and requests related to specific programs or offers. Do not submit your prescription or other personal medical information here. For individual assistance, please contact our customer service team at 908-809-6100.
- Automatically as you navigate through the Website. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.
- Information collected on our patient-facing reimbursement sites, such as <https://myreimbursement.pskw.net/>, is collected to ensure patients meet criteria for reimbursement, as well as to provide reimbursement and/or notice of pending or rejected claim status to patients.

Information You Provide to Us

The information we collect on or through our Website, as well as through ConnectiveRx surveys, may include:

- Information that you provide by filling in the form on the “Contact Us” section of our Website. This includes information provided at the time of submitting a question, request to be added to our newsletter mailing list, or request for further information.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- Information you provide to our patient-facing sites, such as <https://myreimbursement.pskw.net/>.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking).

The information we collect automatically is statistical data and does not include personal information, but we may maintain it or associate it with personal information we collect

in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we may use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser.
- **Web Beacons.** Pages of our Website may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit ConnectiveRx, for example, to count users who have visited those pages and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

How We Use Your Information

We use information that we collect about you or that you provide to ConnectiveRx, including any personal information:

- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us, and to subscribe you to our newsletter mailing list when requested.
- To fulfill any other purpose for which you provide it, including responding to your questions or other requests.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Website or any products or services we offer or provide through it.

- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual for any purpose.

We may disclose personal information you provide as described in this privacy policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of ConnectiveRx's assets, whether as a going concern or as part of bankruptcy, liquidation, or other similar proceeding, in which personal information held by ConnectiveRx about our Website users is among the assets transferred.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of ConnectiveRx, our customers, or others.

Children's Policy

Our Website is not intended for and may not be used by children under the age of 13. We do not knowingly collect information from children under the age of 13 and we do not target our Website to children under the age of 13. By viewing, interacting with, or otherwise using our Website, you represent that you are at least 13 years of age. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information.

Your California Privacy Rights

California Civil Code Section 1798.83 permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. If you are a California resident and you have questions about our practices with respect to sharing information with third parties for their direct marketing purposes and your ability to exercise choice, please go to the "Contact Us" section of the ConnectiveRx website and fill out the contact submission form. Please include the phrase "California Privacy Request" in the body of your request, as well as your name, street address, city, state, zip code, and email address. Additionally, please provide enough information for us to determine if this applies to you. Your request will be forwarded to the appropriate department and we will respond to you within thirty days of receiving such a request. We are not responsible for notices that are not labeled or sent properly, or do not have complete information.

Correcting and Requesting Removal of Your Information

If you have a complaint, problem, or would like to remove the personal information you submitted to ConnectiveRx, please use the form on the "Contact Us" section of our Website and clearly indicate that you would like to correct or remove information from our system. A ConnectiveRx representative will forward your request to the appropriate internal department for a response or a resolution. Please note that ConnectiveRx archives all emails we receive. Therefore, your email may exist indefinitely in our email

archives and backup files. All of ConnectiveRx's systems and data are secured and password protected or encrypted.

Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. Our security measures include physical, technical, and administrative procedures to safeguard the confidentiality of your information, including the use of encryption, firewalls, limited access, and other controls where appropriate. While we also use industry-standard precautions to safeguard your information, we cannot guarantee complete security. Any transmission of personal information is at your own risk.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page, with a notice that the privacy policy has been updated on the Website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for periodically visiting our Website and this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, please use the form on the "Contact Us" section of our Website. A ConnectiveRx representative will forward your request to the appropriate internal department for a response.