

## **Data Privacy Policy**

At ShareMy.Health we understand the importance of proprietary data and we practice the highest standards in privacy protection, doing so for many years prior to it becoming a popular practice. Customers can trust that we take all necessary steps to protect proprietary information and data rights and only use your proprietary information to administer your account and to provide the services you have requested from us.

ShareMy.Health, the company or its software products, does <u>not</u> share any data or report, digitally, written or verbally, any customer's data either specifically, generically or by aggregation (vertical markets, etc.) without consent of the consumer. This includes data collected by our customers using our software products and customer's information collected by your corporation. Data that may consist of company (employer, organization, exhibitor, attendee or show organizer). Data is <u>not</u> made available to anyone for remarketing, advertising, monetization or commercial data augmentation, in aggregate or individually. ShareMy.Health does <u>not</u> assemble, disseminate or divulge data for any business model extension, mailing lists or marketing database .

## Security of Health Information, HIPAA & GDPR Compliance

ShareMy.Health is deeply committed to your privacy. By definition, if we're to help you share your health, our software needs to be able to access it. No one from ShareMy.Health has access to your health information except those trusted individuals who maintain our servers -- and they only access it to make sure the software operates correctly. These are the same controls and protections required by law (HIPAA Privacy and Security) for any hospital, doctor, or laboratory who has your health information.

ShareMy.Health has invested heavily in security and privacy, and with experts who have been building healthcare IT software for over 30 years. Health credentials are stored in ShareMy. Health's HIPAA compliant and protected data stores in Microsoft Azure. By Federal law we are required to retain and not delete any health information we collect for a period of 7 years, along with a record of any time that information was viewed or shared. These laws are specifically designed to protect the consumer and hold us accountable in keeping our promise.

ShareMy.Health follows General Data Protection Regulation (GDPR) guidelines. Minimal personally identifiable information (PII) on the 'data subject' is collected and managed by ShareMy.Health software products. We do <u>not</u> collect a photograph, driver's license, financial or personal information. Our Company treats specific health information as personal information and protects this data with the highest possible integrity. ShareMy.Health complies with GDPR guidelines and has always considered safety and protection of customer's data as an integral part of best practices. This includes, but not limited to:

- Right of erasure
- Provision for request of deletion
- Back-up per HIPAA compliance requirements

## **Trust through Consumer Directed Sharing**

ShareMy.Health has specifically been founded to protect the consumer, so the individual has full control over access to health information and current health status. This information is only visible to a limited number of authorized personnel once the individual consents to share it with them, for a pre-determined period of time. The consumer has the right to stop sharing with the business, organization, school or entity at any time -- even ShareMy.Health.