

## **SoWell™– Privacy Policy**

SoWell Services, Inc., a Delaware corporation (“**SoWell**”), is dedicated to protecting the privacy of your personal information. This Privacy Policy (“**Policy**”) describes the data protection practices of SoWell, including when you visit the SoWell website (<https://www.getsowell.com>) that links to this Privacy Policy (“**Site**”) or otherwise provide data to SoWell. This Privacy Policy is incorporated into our Terms of Use and applies to all of the products, services, and the website offered by SoWell (collectively the “**Services**”). All capitalized terms used in this Privacy Policy but not defined herein have the meanings assigned to them in the Terms of Use.

The privacy of our customers is of great importance to us. By visiting our Websites and/or using the Services in any manner, you acknowledge that you accept the practices and policies outlined in this Policy and you hereby consent to the collection, use and disclosure of your Personal Information in accordance with this Policy.

PLEASE READ THIS PRIVACY POLICY CAREFULLY TO UNDERSTAND HOW WE HANDLE YOUR INFORMATION. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, PLEASE DO NOT USE THE SERVICES.

### **REVISIONS TO OUR PRIVACY POLICY**

This current Policy will take effect on May 1, 2022 and will remain in effect until SoWell replaces it. SoWell reserves the right to change the terms of this Policy at any time, as long as the changes are in compliance with applicable law. If SoWell changes the terms of this Policy, the new terms will apply to all personal information and data it maintains, including information that was created or received before such changes were made. If SoWell changes this Policy, it will post the new Policy on the Site and will make the new Policy available upon request. Your continued use of the Site after changes to this Policy shall constitute your consent to the new Policy.

### **INFORMATION WE COLLECT ABOUT YOU AND HOW WE COLLECT IT**

We obtain information about you through the means discussed below when you use the Services. Please note that we need certain types of information so that we can provide the Services to you. If you do not provide us with such information, or ask us to delete it, you may no longer be able to access or use part or all of our services.

#### **Information You Provide to Us**

We collect a variety of information that you provide directly to us. For example, we collect information from you through:

- Account registration
- Processing your orders
- Questions, communications, or feedback you submit to us

The specific types of information we collect will depend upon the Services you use, how you use them, and the information you choose to provide. For example, the types of data we collect directly from you includes:

- Name, address, telephone number, date of birth and email address
- Log-in credentials, if you create an account
- Billing information, such as shipping address, credit or debit card number, verification number, expiration date, and identity verification information, collected by our payment processors on our behalf
- Information about purchases or other transactions with us
- Information about your customer service and maintenance interactions with us
- Demographic information such as your gender and age
- Any other information you choose to directly provide to us in connection with your use of the Services.

### **Information We Collect Through Automated Means**

We collect certain information about your use of the Services and the devices you use to access the Services, as described in this Section. As discussed further below, we and our service providers (which are third party companies that work on our behalf), may use a variety of technologies, including cookies and similar tools, to assist in collecting this information.

***Our Website.*** As you visit or browse the Site, we collect information about the device and browser you use, your network connection, your IP address, and information about the cookies installed on your device. This information is logged to help diagnose technical problems for analytics and for quality control purposes. We also collect Personal Information submitted by any visitor to our Website through messaging features we make available on our Website and use such information for the purpose of responding to your requests.

***Location Information.*** When you use the Services, we and our service providers may automatically collect general location information (e.g., IP address, city/state and or postal code associated with an IP address) from your computer or mobile device. This information allows us to enable access to content that varies based on a user's general location.

### ***The technologies we 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. However, if you select this setting you may be unable to access certain parts of our Site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Site.
- Web Beacons. Pages of our Site may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, 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).

- Flash Cookies. Certain features of our Site may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Site. Flash cookies are not managed by the same browser settings as are used for browser cookies.

## **Information We Collect From Social Media and Third Party Sources**

When you “like” or “follow” us on Facebook or other social media sites, we may collect some information from you including your name, email address, and any comments or content you post relevant to us. We also collect your information if you submit information to us through social media sites.

## **PURPOSES FOR HOW WE USE YOUR INFORMATION**

In connection with providing you with the Services, we may use your information for our business purposes to:

- Carry out, improve and manage Services provided to you
- Engage in internal research to understand the effectiveness of our Services, improve our Services and better understand our user base. If we publish or provide the results of this research to others, such research will be presented in a de-identified and aggregate form such that individual users cannot be identified.
- Communicate with you about the Services, your use of the Services, or your inquiries related to the Services and send you communication on behalf of physicians or other health care providers utilizing the Services to meet your needs.
- Communicate with you by email, postal mail, or phone about surveys, promotions, special events, conferences, or our products and Services and those of our third-party partners.
- Provide you with customer service.
- Verify your identity and administer your account, including processing your payments and fulfilling your orders.
- Measure or understand the effectiveness of advertising and content we serve to you and others, and to deliver and customize relevant advertising and content to you.
- Comply in good faith with any procedures, laws, and regulations which apply to us where it is necessary for our legitimate interests or the legitimate interests of others.
- Establish, exercise, or defend our legal rights where it is necessary for our legitimate interests or the legitimate interests of others.

**Combined Information.** For the purposes discussed in this Privacy Policy, we may combine the information that we collect through the Services with information that we receive from other sources, both online and offline, and use and share such combined information in accordance with this Privacy Policy.

**Aggregate/De-Identified Data.** We may aggregate and/or de-identify any information collected through the Services so that such information can no longer be linked to you or your device (“**Aggregate/De-Identified Information**”). We may use Aggregate/De-Identified Information for any purpose, including for research and marketing purposes, and may also share such data with any third parties, including advertisers, promotional partners, and sponsors.

## **MINORS**

SoWell does not knowingly solicit or collect data from children nor knowingly market to anyone under the age of 18. If you are under the age of 13, you are explicitly not authorized to use this Service. If you become aware that your child has provided us with Personal Information without your consent, please contact us at [support@getsowell.com](mailto:support@getsowell.com). If we become aware that a child under 18 has provided us with Personal Information, we will take reasonable steps to remove such information from our systems and terminate the applicable account. California residents under 16 years of age may have additional rights regarding the collection and sale of their personal information pursuant to California law.

## **RETENTION OF YOUR INFORMATION**

We will keep Personal Information for as long as it remains necessary for the identified purpose or as required by law, which may extend beyond the termination of our relationship with you. We may retain certain data as necessary to prevent fraud or future abuse, or for legitimate business purposes, such as analysis of aggregated, non-personally-identifiable data, account recovery, or if required by law. Unless otherwise set forth in the applicable Terms of Use or a separate agreement with you governing the applicable Services, if you cease using such Service, we may retain or destroy, at our discretion, all Personal Information and non-personally identifiable information we collect through your use of such Service. All retained Personal Information will remain subject to the terms of this Privacy Policy.

## **OPT-OUT CHOICES**

To “opt-out” of (1) any consents previously given to us, (2) receiving communications from us, or (3) having Personal Information disclosed to third parties, send an e-mail to [support@getsowell.com](mailto:support@getsowell.com). Notwithstanding this right to request to cease receiving communications from us and to have us not share Personal Information with third parties, we retain the right to collect, maintain and process information provided by and collected about you on and through the Services, and disclose such information to comply with its reasonable business and legal obligations.

## **HOW WE PROTECT YOUR INFORMATION**

SoWell takes a variety of technical and organizational security measures to protect your information against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure or access. However, no method of transmission over the Internet, and no means of electronic or physical storage, is absolutely secure. As such, you acknowledge and accept that we cannot guarantee the security of your information transmitted to, through, or on our Services or via the Internet and that any such transmission is at your own risk.

Where we have given you (or where you have chosen) a password that enables you to access the Services, you are responsible for keeping this password confidential. We ask you not to share your

password with anyone. The information you share in public areas may be viewed by any user of the Services.

## **ADDITIONAL STATE RIGHTS**

If you are a California, Nevada, Colorado, Virginia, or Utah resident, your state's laws may provide you with additional rights regarding our use of your personal information.

To learn more about your California privacy rights, visit <https://oag.ca.gov/privacy/ccpa>. California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Site that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to [support@getsowell.com](mailto:support@getsowell.com) or write us at: 61 Maple Street #863, Summit, NJ 07901.

Colorado, Virginia and Utah each provide their state residents with rights to:

- Confirm whether we process their personal information.
- Access and delete certain personal information.
- Data portability.
- Opt-out of personal data processing for targeted advertising and sales.

Colorado and Virginia also provide their state residents with rights to:

- Correct inaccuracies in their personal information, taking into account the information's nature processing purpose.
- Opt-out of profiling in furtherance of decisions that produce legal or similarly significant effects.

To exercise any of these rights please email [support@getsowell.com](mailto:support@getsowell.com).

Nevada provides its residents with a limited right to opt-out of certain personal information sales. Residents who wish to exercise this sale opt-out rights may submit a request to this designated address: [support@getsowell.com](mailto:support@getsowell.com). However, please know we do not currently sell data triggering that statute's opt-out requirements.

Effective date of this Notice: May 1, 2022