

# Privacy Policy

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This policy describes how **Geneoscopy** (“Geneoscopy” or “we”) collects, utilizes, and shares information from its website, Geneoscopy.com (the “website”). The website is intended to provide visitors, potential investors and partners, and individuals who may be interested in working with us in the future to understand our technology and our company.

This policy concerns personal information that is gathered through the website and does not describe our practices related to the collection of personal information – including health information – through any product that we may offer; that collection is described in a separate Notice of Privacy Practices that describes how we collect and use health information gathered in the course of the use any product we may offer. This Notice can be obtained by calling Customer Services at 314-887-7777.

## The information we collect and how we use it

The table below indicates what information we collect, how we collect it, and why:

<b>What personal information we collect.</b>	<b>How we collect personal information.</b>	<b>Why we collect personal information.</b>
Any personal information you choose to provide directly through a fillable form.	The website uses fillable forms for media, medical, and general inquiries about our company.	We utilize this information to respond to inquiries.
Contact information including name and email address.	The website provides a functionality by which users may submit inquiries to us via email.	We utilize this information to respond to inquiries and communicate with users in accordance with their preferences.
Information related to content sharing, i.e., when an individual utilizes a page on the website by which the user is able to share content on social media or email, the website will indicate the	This collection is automatic in the event that an individual shares website content on social media or through email.	We utilize this information to communicate with users and improve the website.

user's social media contact information.		
Information on the use of the website, such as navigation paths, pages visited, average time spent on a page, search queries, internet protocol (IP) address, browser type or language, the date and time of your request, and referral URL.	The website collects this information through cookie technology.	We use this information to maintain and improve the website.

**Cookie usage**

Certain features on this website use cookies to collect personal information about you, such as your name, email address, and other information that can be used to contact you. A cookie is a piece of data stored on a website visitor's hard drive to help us improve your access to our website and identify repeat visitors. Cookies can also enable us to track and target the interests of our users to enhance the experience on our website. You can set your browser to notify you when you receive a cookie, allowing you to decide whether to accept it. The usage of a cookie is in no way linked to any personally identifiable information on our site.

Our website may place cookies in your browser. A cookie is a piece of data stored on a site visitor's computer through their browser to help us improve your access and identify repeat visitors to our website. Cookies allow your browser to retain information about how you use a website so that the experience of future visits to the website can be enhanced. Cookies may remain on your computer for any length of time.

**No sale of personal information**

We do not sell personal information collected through the website. We may transfer personal information in the circumstances noted below:

**Third-Party Contractors** – We may use contractors (“Service Providers”) to perform limited services on our behalf, such as hosting the website and providing email services. Service Providers are required to obtain only the personal information they need to deliver the service they were hired to perform, to maintain the confidentiality of

personal information, and not to use personal information for any purpose other than the service they were hired to perform.

**Business Transitions** – We may share personal information with businesses that are legally part of the same group as our company or that become part of that group. We reserve the right – in the event of a business transition such as a merger – to transfer personal information to a new business owner, on the condition that such personal information must be treated in accordance with this policy.

**Compliance with Law and Prevention of Harm** – We may disclose personal information or any information submitted via the website if we have a good faith belief that disclosure of such information is helpful or reasonably necessary to: (i) comply with any applicable law, regulation, legal process or governmental request; (ii) enforce any applicable terms of service, including investigations of potential violations thereof; (iii) detect, prevent, or otherwise address fraud or security issues; or (iv) protect against harm to the rights, property or safety of our company, our users, yourself or the public. We may be required to disclose personal information in response to a lawful request by public authorities, including to meet national security or law enforcement requirements.

## Security

We take generally accepted and industry-standard precautions to protect your information. However, no method of transmission over the Internet or method of electronic storage is entirely secure. Therefore, while we strive to use commercially reasonable means to protect personal information, we cannot guarantee its absolute security or confidentiality. Please be aware that certain personal information and other information provided by you in connection with your use of the website may be stored on your device (even if that information is not collected by us). You are solely responsible for maintaining the security of your device from unauthorized access.

## Updating preferences and unsubscribing

Every time you receive an email from **Geneoscopy**, you will have the option to update your communications preferences. At the bottom of the email, click on “update my preferences” and follow the link to a page where you can adjust how often you are contacted or if you would prefer to be removed from all mailing lists.

If you have any additional questions, comments, or concerns, please email **Geneoscopy** at [privacy-office@geneoscopy.com](mailto:privacy-office@geneoscopy.com). When you write to us, please provide the following information:

- Your full name
- The email address(es) you used to subscribe to **Geneoscopy**

- A brief description in the SUBJECT line
- A message in your email as to how we can best assist

## **Third-party sites**

Our website may contain links to other sites. This policy only applies to **Geneoscopy.com**, and we are not responsible for the privacy practices or the content of different websites. We also do not control the privacy policies and your privacy settings on third-party sites, including social networks. We encourage our users to be aware when they leave our website and to read the privacy statements of any other site that collects personally identifiable information.

## **Non-personal information**

We may share aggregated demographic information publicly and with our partners. This aggregated information is not identifiable with any particular person, and so is not “personal information” as this policy uses that term. This information is used to help us analyze and use the data in marketing tools and advertising opportunities. For example, we may share information to show trends about the general use of our website (e.g., visitor site traffic, most visited pages.)

## **Your consent**

By using our website, you consent to the collection and use of the information discussed above by **Geneoscopy** and to saving cookies on your computer. Changes in this policy will be posted on this page so that you may always be aware of what information is being collected, how it is being used, and under what circumstances it is being disclosed.

## **International users**

We and the servers we use to host the website are located in the United States and are subject to applicable local, state, and federal laws. Users who choose to access the website do so on their own initiative and at their own risk, and are responsible for complying with all applicable laws, rules and regulations. Users who choose to access the website consent to the use and disclosure of information in accordance with this Policy and subject to such laws. We may limit the website’s availability, in whole or in part, to any person, geographic area or jurisdiction we choose, at any time and in our sole discretion. We do not represent or warrant that the website or any part thereof is appropriate or available for use in any other jurisdiction.

## Children's privacy

The website is neither directed to nor designed to attract users under the age of 18. In the event that you believe we may inadvertently have collected information regarding a user under the age of 18 without verifiable parental consent, please email us at [privacy-office@geneoscopy.com](mailto:privacy-office@geneoscopy.com) and we will delete that information.

## Changes to this policy

We may modify or amend this policy from time to time. If we make any material changes, as determined by us, to this policy, including in the way in which personal information is collected, used or transferred, we will notify you by e-mail to the address specified in your profile or by means of a notice on the website prior to the change becoming effective.

## Complaints

If you believe your privacy rights have been violated, you may file a complaint with **Geneoscopy** or with the Secretary of the Department of Health and Human Services, Office for Civil Rights. You will not be penalized for filing a complaint.

## Contact Information

If you have any questions or complaints, please contact: **Privacy Officer** | 2220 Welsch Industrial Ct. St. Louis, MO 63146 | 314-887-7777

**Effective date:** April 21, 2023

HIP-TD-0002v1