

## PRIVACY POLICY

[www.CherryRx.com](http://www.CherryRx.com), Cherry Street Pharmacy, and all affiliates and subsidiaries, values our patient's privacy and we are committed to safeguarding your personally identifiable information (defined below). This Privacy Policy explains how information is collected, used, and shared with respect to your access and use of the services provided by Cherry Street Pharmacy, and all affiliates and subsidiaries, whether through our website ([www.CherryRx.com](http://www.CherryRx.com)) (the "Website"), our mobile application ("App"), or direct communication with our employees and representatives (collectively "Services"). This Privacy Policy does not cover personal health information submitted by you in the course of using our Service, which is covered by Cherry Street Pharmacy, and all affiliates and subsidiaries HIPAA Policy. Any conflict between this Privacy Policy and the HIPAA Policy with respect to such submitted personal health information shall be resolved in favor of the HIPAA Policy.

### Information collected by using our services includes:

- ➔ **Health and Medical Information:** In order for us to be able to fill and dispense your medication(s), we may also collect other medical information(s) from you, your doctor(s), and your other pharmacies. Medical information collected include, but not limited to: (1) your physician's name and address, insurance information; (2) prescription information; (3) non-prescription drug information; (4) medical diagnostics; (5) medical history. The collection and use of your health information is addressed in our HIPAA Policy and our Notice of Privacy Practices.
- ➔ **Personally Identifiable Information:** Personally identifiable Information ("PII") means any information that may be used to identify an individual, including, but not limited to, a first and last name, email address, a home, postal or any other physical address(es), and phone number(s). We will collect AND require Personal Identifiable Information from you when you sign up for [AceCarePharmacy.com](http://AceCarePharmacy.com).
- ➔ **Non-Personal Information:** In order to provide our services to you and improve user experience, we may also collect non-personal information such as mobile device IDs, internet protocol ("IP") addresses, web browser information, referring page URLs, and data related to your interactions with our phone application and Website.
- ➔ **Cookies, Web Beacons and Other Technologies:** A "cookie" is a small data file that certain websites write to your hard drive when you visit them. A cookie file can contain information such as a user ID that the website uses to track the pages you've visited, but the only PII a cookie can contain is information you supply yourself. A cookie can't read data off your hard disk or read cookie files created by other websites. Some parts of the service use cookies to understand user traffic patterns and to tell us how and when you interact with our website, mobile application and services. We do this in order to determine the usefulness of our website, phone application and service information to our users, to see how effective our navigational structure is in helping users reach that information and to customize and improve our website, phone application and service. Unlike persistent cookies, session cookies are deleted when you log off from the website, phone application and other service(s) and close your browser. If you prefer not to receive cookies while browsing our Website, phone application and other services, you can set your browser to warn you before accepting cookies and refuse the cookie when your

browser alerts you to its presence. You can also refuse all cookies by turning them off in your browser. You do not need to have cookies turned on to use/navigate through many parts of our Website, mobile application and service, although if you do so, you may not be able to access all portions or features of the website, mobile application and service. "Web Beacons" (also known as Web bugs, pixel tags or clear GIFs) are tiny graphics with a unique identifier that may be included on our website, mobile application and service for several purposes, including to deliver or communicate with cookies, to track and measure the performance of our website, phone application and other services, to monitor how many visitors view our website, phone application and other services, and to monitor the effectiveness of our advertising. Unlike cookies, which are stored on the user's hard drive, Web Beacons are typically embedded invisibly on web pages (or in an e-mail).

**Use of your information to provide our service(s) to you include, but is not limited to:**

Use of our services requires that we use the information(s) provided by you ("user" and/or "patient"), to fill your ("user" and/or "patient") medication prescription(s), conduct prescription consultations that includes but is not limited to providing information about your drug(s), setting reminders to take your drugs, giving health related services information or recommendations, displaying personalized health notifications, and identifying adverse drug interaction(s).

We reserve ALL rights to monitor the patterns of usage on our Website and mobile application and use any feedback you give us to identify ways to improve the user experience and improve functionality. We will use your information to communicate with you through our own proprietary application(s) that includes but is not limited to: text messages, emails, and phone calls. It is imperative for us to be able to contact you in order to keep you updated on any issues regarding your prescription(s), your doctor's instructions, and/or your insurance concerns. We may also send you notifications related to prescription and order status, delivery confirmations, security alerts, application updates, new services, and other administrative messages.

**Information(s) We Share:**

- ➔ Information Shared to perform services. As described in our HIPAA Policy and Notice of Privacy Practices, we may share your information with your doctors or other health care professionals involved in your care or treatment.
- ➔ We may share your information with third party business associates that we contract with to perform various services (for example, server hosting, billing, etc.). The information we share with business associates is limited to information needed and/or required in order for them to provide the contracted services. Also, each business associate is required under our contracts with them to protect your personal and medical information, and not to use it for any reason except as necessary to provide the contracted services.
- ➔ We may share your aggregated information and non-identifying information with third parties to conduct on-going quality improvement activities, or for industry research and analysis, demographic profiling and other similar purposes.

- ➔ We may and reserve the “Right” (ability) to disclose your information in situations where it is required (or if we believe it is required) by federal, state, or local law. We may also disclose information in response to a court order, subpoena, discovery request, or other request in connection with a judicial or administrative proceeding or from a law enforcement official.

### **How to Modify Your Information**

You may access and modify any and all PII that you provided to us, simply by signing into your account on the mobile application and/or website.

### **Security of Information**

The safety of your account information is our top priority. Your account information is password-protected for your privacy and security. We safeguard the security of the information you provide to us with physical, electronic, and managerial procedures. In certain areas of our Website and mobile application, we use industry-standard Secure Sockets Layer (“SSL”) technology to encrypt data and enhance the security of data transmissions. We are committed to protecting your personal information, we cannot ensure the security of the information you transmit to us, and so we urge you to take precaution to protect your own PII, and do not share your login information with anyone else.

### **Notice for California Users and Residents**

Under California Civil Code Section 1789.3, California users are entitled to a specific consumer rights notice. If you have a question or complaint regarding our Website, please send an email to support@CherryRx.com. You may also contact us by writing to 1028 N Cherry St, Tulare, CA 93274. California residents may reach the Complaint Assistance Unit of the Division of Consumer Services of the California Department of Consumer Affairs may be 4 contacted in writing at 400 R Street, Suite 1080, Sacramento, California 95814, or by telephone at (916) 445-1254 or (800) 952-5210. Under California Civil Code Sections 1798.83-1798.84, California residents are entitled to ask for a notice identifying the categories of PII which we share with certain third parties for direct marketing purposes under certain circumstances and providing contact information for such third parties. If you are a California resident and would like a copy of this notice, please submit a written request to: 1028 N Cherry St, Tulare, CA 93274.

### **Changes to this Privacy Policy**

We reserve the right to update, modify, and change this Privacy Policy. Any changes to our privacy policy will apply to the information that we already have about you at the time the changes become effective as well as information that we receive about you in the future. By continuing to use the services after the changes become effective, you agree to be bound by the revised policy.