

GATEWAY PROFESSIONAL NETWORK

PRIVACY POLICY

Last updated on May 15, 2020

This website is operated by Gateway Professional Network, LLC

Gateway Professional Network, LLC (“GPN”) provides software as a service and practice management analytics for eye care practices. This includes software, data collection, storage, analysis and reporting tools, functions and related services, which are collectively referred to in this Privacy Policy as the *Service*.

This Privacy Policy covers how GPN collects, receives, uses, retains, and discloses Personally Identifiable Information (“PII”) and Protected Health Information (“PHI”) through the Service and on its website www.gatewaypn.com (the “Site”). This Site and the Service are available only to clinical practices, including clinicians and their staff who have purchased the Service.

PII includes information about your patients that is personally identifying, such as their name, email address, and phone number, and that is not otherwise publicly available. PHI includes information relating to the health of your patients, e.g., medical history, test and laboratory results, insurance information and other data that a healthcare professional collects to identify an individual and determine appropriate care. PII and PHI may include other types of information depending on the legal definition that applies in your physical location. Only the definitions of PII and PHI that apply in your location will apply to you under this Privacy Policy. PII and PHI are referred to collectively in this Privacy Policy as *Personal Data*.

Agreement

By using the Site or the Service, and/or by providing Personal Data to GPN, you accept and hereby expressly consent to our collection, use, retention, and disclosure of your Personal Data in accordance with the terms of this Privacy Policy. If you choose not to provide the requested information you will not be able to access the Service.

This Privacy Policy may change from time to time, so please check back periodically to ensure that you are aware of any changes in our processing of Personal Data. Your continued use of the Site or the Service after any changes signifies your express, explicit, voluntary and unambiguous consent to any such changes. If you do not agree to such changes, you must immediately stop using the Site.

Information Collection and Use; Choice and Consent

User Registration

We collect Personal Data when you register with GPN or through the Site, or when you use GPN products or services. When registering with GPN, we will ask you to provide your name, address, e-mail address, telephone number, as well as other related information that GPN may ask of you from time to time, and

you may submit additional information and comments through the Site. It is always your choice whether to provide us with such information. If you choose not to provide the requested information you may not be able to use certain features or functions of the Site or Service. Whenever you visit the Site, GPN also receives and records information on our server logs from your browser, including your IP address, GPN's cookie information, and the pages you request, and relates it to the Personal Data you provide.

GPN collects and uses information you provide to:

- a. provide the Service to you;
- b. communicate with you about our products and services or to reply to your request for information or comments;
- c. with your consent, provide information to you about developments, announcements, promotions or new products or services;
- d. conduct research and improve our products and services;
- e. provide de-identified reporting (i.e. reporting that does not contain any PHI) for internal and external clients and associated partners.

If you email us for information or support, we collect your email address so we can respond to you. If you sign up for our newsletter, we collect your email address so we can email the newsletter to you. You can unsubscribe from our emails by clicking “unsubscribe” on the emails you receive from us.

If you apply for a job with us, we collect your name and email address and other information you choose to provide. We use this information to assess your qualifications for employment and to contact you for further information if we deem necessary.

Withdrawing Consent

You may withdraw your consent to further use of Personal Data by emailing a request to us at info@gatewaypn.com. We will respond to your request in accordance with the law that applies to you. Personal Data that we processed prior to your request may not be deleted from our Site system records but will be blocked from further processing. A request to withdraw consent may not apply to information collected by tracking technologies or used internally to recognize you and/or facilitate your visits to the Site, or information we may keep to comply with legal requirements. Any such requests that relate to PHI will be addressed consistent with the requirements of the Privacy Rules of the Health Insurance Portability and Accountability Act of 1996 (HIPAA) or other applicable laws.

Cookies and Other Tracking Technologies

We use cookies to collect geographic location data, browser or device type, operating system, time of day, identification of Site page views and your use of particular Service features (such as report requests or viewing or responding to queries from clinicians). We also collect and track your use of messaging related to the Service. We add this information to your user profile and we use it to provide the Service, to monitor the use of the Site and Service, to improve their functionality, and to analyze user trends and behaviors. We use de-identified analytics to market and promote GPN and the Service.

If you wish to prevent cookies from being used as you navigate our Site, you can reset your browser to refuse all cookies and/or indicate when a cookie is being sent. Users who disable the ability to accept cookies will be able to browse the Site, but will not be able to access or take advantage of all of the features and services on the Site. We therefore recommend that you do not block or disable these cookies. To find out more about cookies, including how to see what cookies have been sent and how to manage, as well as delete them, visit www.allaboutcookies.org.

Google Analytics

The Site uses Google Analytics and other third party tools to collect anonymous aggregate information about our visitors, users and the use and operation of the Site. For more information please see Google's help pages and privacy policy:

- [Google Analytics Help pages](#)
- [Google's Privacy Policy](#)

<https://developers.google.com/analytics/resources/concepts/gaConceptsCookies>

Google has developed the Google Analytics opt-out browser add-on for the Google Analytics JavaScript. If you want to opt out of Google Analytics, you can download and install the add-on for your web browser [here](#).

Protection of Your Information

GPN uses secure server software (SSL) and firewalls to protect Personal Data from unauthorized access, use, disclosure, alteration, or destruction. All Personal Data is transmitted, stored, and processed in a secure environment in accordance with the HIPAA Privacy and Security Rules and related guidance. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, we cannot guarantee its absolute security.

We will retain and use Personal Data for as long as necessary to provide the Service and/or as necessary to comply with legal obligations, resolve disputes, and enforce our agreements.

Information Sharing and Disclosure

We disclose Personal Data and non-Personal data to third party vendors who help us operate the Site. These third parties are contractually obligated to maintain the confidentiality of Personal Data consistent with the terms of this Privacy Policy and to comply with the applicable data protection laws.

We will disclose your information in response to valid legal process, for example, in response to a court order, a subpoena or other legal request for information, and/or to comply with applicable legal and regulatory reporting requirements. We also may disclose your information in response to a law enforcement agency's request or other request for information from U.S. or other government entities, or where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, potential threats to the physical safety of any person, or to verify or enforce compliance with the policies governing our products and/or services and with applicable laws, or as otherwise

required or permitted by law or consistent with legal requirements. In addition, we may transfer your information to an entity or individual that acquires, buys, or merges with GPN, or our other business units.

We share demographic, profile and other general information about users with our partners on an aggregated, de-identified basis. This means that we tell our partners or researchers general information about the characteristics of our customer base (such as how many visitors and registered users we have within a certain postal code), but we do not specifically identify a particular visitor or provide his or her contact information to our partners.

Links to Other Sites; Third Party Apps; Transactions with Third Parties

The Site may contain links to other sites that are not owned or controlled by GPN. We are not responsible for the privacy practices of these other sites. We encourage you to review the privacy policies and statements of other sites to understand their information practices. Our Privacy Policy applies only to information collected by our Site and Service.

You may be able to access the Service and/or communicate with the Service from, and you may be able to link or communicate from the Service to, applications, devices, distribution platforms and websites owned and operated by Apple, Google or other third party distribution platform operators. These other applications, devices, platforms and websites belong to third parties and are not operated or controlled by GPN. Our Privacy Policy does not apply to any information collected, received, used, processed, transferred or disclosed by such third parties. Additional or different terms and conditions (including privacy and security practices) apply when you access and use third party applications, devices, platforms and websites.

GPN is not responsible for and will not be a party to any transactions between you and a third party provider of products, information or services. GPN does not monitor such transactions or ensure the confidentiality of your Personal Data, including credit card information, for any third party transaction. Any separate charges or obligations you incur in your dealings with these third parties linked to the Site are solely your responsibility.

Children

Our Site is directed to individuals who are over age 13. If we become aware that a person under the age of 13 has uploaded Personal Data, GPN will take steps to remove such Personal Data. If you believe a user who is younger than 13 has provided Personal Data or used the Service without consent from a parent/guardian, please contact us using the information provided below.

Your California Privacy Rights; California Do Not Track Disclosures

If you are a California resident, California Civil Code Section 1798.83 permits you to request information regarding the disclosure of your Personal Information by GPN or its subsidiaries to a third party for the

third party's direct marketing purposes. Since we do not make such disclosures, we are exempt from these reporting requirements.

Your browser may offer you a “Do Not Track” option, which allows you to signal to operators of websites and web applications and services (including behavioral advertising services) that you do not wish such operators to track certain of your online activities, over time and across different websites. We do not honor “Do Not Track” signals.

Accessing Your Information

You may access, review, change, or update your account information, including your Personal Data, by contacting us at info@gatewaypn.com. However, you cannot delete your Personal Data after it has been uploaded. You can help us maintain the accuracy of your information by notifying us of any changes to your information.

Contact Us About Complaints, Questions or Notices relating to this Privacy Policy

GPN commits to resolving complaints about your privacy and our collection or use of your Personal Data. If you believe your privacy rights have been violated or you disagree with any action GPN has taken with regard to your Personal Data you may file a complaint with GPN by emailing us at info@gatewaypn.com. If you feel GPN has violated your health information privacy rights, you may also file a complaint under HIPAA with the U.S. Department of Health and Human Services.

If you have questions or suggestions, or wish to correct your Personal Data, please email us at info@gatewaypn.com.

You may also contact us at:

Privacy Officer
Gateway Professional Network
30211 Avenida de las Banderas
Rancho Santa Margarita, CA 92688

Terms of Service

Please also visit our Terms of Service section establishing the use, disclaimers, and limitations of liability governing the use of our Site and Service at <https://shared.gatewaypn.com/legal/GPN-EDGE-Terms-of-Service.pdf>.