

## SKINCHECK PRIVACY POLICY

(last modified: 5/19/2025)

This Privacy Notice (“**Notice**”) applies to the processing of personal information by SkinCheck, Inc. and our affiliates (“**SkinCheck**,” “**we**,” “**us**,” or “**our**”), including on our mobile application, our website available at <https://skincheck.health>, our associated site(s), our microsite(s), and our other online or offline offerings which link to, or are otherwise subject to, this Privacy Policy (collectively, the “**Services**”). This Privacy Policy supplements our Terms of Use (“Terms of Use”) you must accept before using the Services. Capitalized terms not defined herein have the meanings ascribed to them in our Terms of Use.

**Special Note to SkinCheck Users Interacting with our Contracted Clinical Care Providers:** When you visit our website, mobile application, or inquire about or register for our Services, this Privacy Policy applies to the information we collect, use, and share identifying you and relating to your past, present, or future physical or mental health, treatment and services received, and payment for such treatment and services. If this information is collected, used, or shared as part of your treatment relationship with one of our contracted clinical care providers, this information may be considered protected health information (“PHI”) protected by the Health Insurance Portability and Accountability Act of 1996 (as amended) and the Health Information Technology for Economic and Clinical Health Act (collectively, “HIPAA”) and subject to such contracted clinical care providers’ privacy policies and HIPAA Notice of Privacy Practices describing how they use and disclose your PHI.

**Special Note to Connecticut, Nevada, and Washington SkinCheck Users and Potential Users.** For information on our processing of “consumer health data” subject to the Connecticut Data Privacy Act, as amended, Nevada Consumer Health Data Privacy Law, or Washington My Health My Data Act or, please see [Annex A – Supplemental U.S. Consumer Health Data Privacy Notice](#).

Please carefully review this Privacy Policy and all privacy statements, policies, and notices of privacy practices applicable to you and your personal information. If you do not agree to our stated uses and disclosures, do not use our Services. This Privacy Policy may change from time to time and your continued use of the Services is deemed to be acceptance of those changes, so please check this Privacy Policy periodically for updates.

### Introduction

The Sites, Services, Content and App are provided by SkinCheck, Inc. In this Privacy Policy, “you”, “your” or “your(s)” refers to any type of visitor to a Site, including any User of the App, and “We”, “Our” or “Us” refers to SkinCheck. Terms used herein in capital letters have the meaning provided in our Terms of Use and Related Documents.

your privacy is important to Us. This Privacy Policy explains Our practices regarding the collection, use, processing, and disclosure of information that you may provide through the Sites, Services, Content or App.

Please be sure to read this entire Privacy Policy and the Terms of Use before using or submitting information to the Sites, Services, Content or App.

This Privacy Policy applies only to data collected through the Sites, Services, Content or App, and in email, text, and other electronic messages between you and the same. It does not apply to information collected by Us offline or through any other means (unless specifically indicated at collection), including on any other website operated by any third-party, or by any third-party, including through any application or content (including advertising) that may link to or be accessible from or on the Sites, Services, Content or App.

### Children Under The Age Of 18

If you are under 18 years of age, do not use or provide any information on the Sites, Services, Content or App, which

are not intended for children under 18 years of age. No one under age 18 should provide any information to the Sites, Services, Content or App. We do not knowingly collect personal information from children under 18. If We learn we have collected or received personal information from a child under 18 without verification of parental consent, We will delete that information. If you believe We might have any information from or about a child under 18, please contact Us at [contact@skincheck.health](mailto:contact@skincheck.health).

### **your Acceptance of this Privacy Policy**

By using the Sites, Services, Content or App, you agree to the terms of this Privacy Policy. Whenever you submit information through the Sites, you represent you are aware of the collection, use, process, and disclosure of that information in accordance with this Privacy Policy.

### **Collection of Information**

We receive, collect, process and retain any information that you submit through the Sites, Services, Content or App, including information:

- That may identify you ("Personal Information"), including your first and last name, cell phone number, date of birth, gender, "consumer health data" (as defined in the Supplemental Consumer Health Data Privacy Statement);
- About your location, internet connection, the equipment you use to access Our Sites, Services, Content or the App, and usage details; and
- Any other data or information that you submit through the Sites, Services, Content or App.

We collect this information:

- Directly from you when you provide it to Us.
- Automatically as you navigate through the Sites, Services, Content or App. Information collected automatically may include usage details, IP addresses, and information collected through cookies and other tracking technologies.
- From third parties, including our business partners.

We may use Personal Information and other data about you to create de-identified and/or aggregated information, such as de-identified demographic information, de-identified location information, information about the computer or device from which you access our Services, or other analyses we create.

### **Active Collection of Information**

The information We collect on or through Our Sites may include:

- Information that you provide by completing forms on Our Sites. This includes information provided at the time of registering to use Our Sites, posting material or sending messages, or requesting Services. We may also ask you for information when you report a problem with Our Sites.
- Records and copies of your correspondence (including email addresses) if you contact Us.
- your search queries on the Sites.
- As part of the Services, we may make available a chatbot or other communication channels powered by artificial intelligence to communicate with Service users ("AI Chatbot"). If you communicate with us through a chat or other communication feature offered through our Services, we may monitor and retain those communications and store them with our AI Chatbot service provider.

you also may provide information to be published or displayed (hereinafter, "posted") on public areas of the Sites, or to be transmitted to Us, other users of the Sites or third parties (collectively, "User Contributions"). Your User

Contributions are posted and transmitted to others at your own risk. Although you may set certain privacy settings for such information, please be aware that no security measures are perfect or impenetrable. Additionally, We cannot control the actions of other Users of the Sites with whom you may choose to share your User Contributions. Therefore, We cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

### **Passive Collection of Information**

As you navigate through and interact with our Sites, Services, Content or App, We may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to Our Sites, including traffic data, location data, and other communication data and the resources that you access and use on the Sites.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

your IP address is automatically assigned to your computer by your Internet Service Provider. An IP address may be identified and logged automatically in Our server log files whenever a User accesses the Sites(s), along with the time of the visit and the page(s) that were visited. Collecting IP addresses is standard practice and is done automatically by many websites, applications and other services. We use IP addresses for purposes such as calculating usage levels, diagnosing server problems and administering the Sites(s). We may also derive your approximate location from your IP address.

The information We collect automatically is only statistical data and does not include personal information. It helps Us to improve Our Sites and to deliver a better and more personalized service by enabling Us to:

- Estimate Our audience size and usage patterns.
- Store information about your preferences, allowing Us to customize Our Sites according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Sites.

The technologies We use for automatic data collection may include Cookies as described below under “Use of Cookies,” in addition to the following:

- Google Analytics. We use Google Analytics to track how you and others use certain Sites, Services, Content or the App in order to manage and improve them. Google Analytics collects information such as how often Users visit a Site, what pages they visit when they do so, and what other sites they used prior to coming to a Site. Google Analytics collects only the IP address assigned to you on the date you visit a Site, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. For information on how Google uses this information, and how you can control the usage of that information, please see <https://policies.google.com/privacy?hl=en-US>.

### **Security**

We take reasonable measures to protect your Personal Information collected through the Sites, Services, Content and App, which may be stored on the App as well as on Our servers, from loss, manipulation or change, misuse and unauthorized access, disclosure, alteration, or unauthorized destruction. We use reasonable administrative, technical, and physical safeguards to keep your Personal Information from unauthorized access, and other threats and hazards to its security and integrity. We protect the confidentiality of your Personal Information in different ways, such as limiting access to our databases to a strict technical team, providing employee training on confidentiality, and the use of encryption techniques.

We base our data protection and security internal policies on applicable law, and regularly validate the controls We have in place through annual assessments and audits. Although We continually take all the necessary steps to protect your information, We do not promise and you should not expect that your Personal Information or other communications will always remain private. To the fullest extent permitted by applicable law, we do not accept liability for unintentional disclosure. As required by applicable law, We will take the necessary actions to keep you informed of any relevant security incidents that may have compromised the privacy or security of your Personal Information.

## **International Users**

Outside of the United States, the Sites are intended to be used only by residents of Brazil. If you are a resident of a country within the European Union or are otherwise accessing our Sites, Services, Content or App from outside the United States of America, by using the Sites, Services, Content or App and providing us your information, you hereby explicitly acknowledge and agree (i) that Personal Information that you voluntarily enter may be delivered to servers located in the United States and other countries outside the country in which you reside, including countries with less stringent data protection laws, and (ii) to the collection, use and disclosure of your Personal Information in accordance with this Privacy Policy. If you do not agree with this transfer, collection, use, or disclosure, please do not use the Sites, Services, Content or App. When processing your information outside Brazil, We ensure that your Information is processed by Us or third parties, as the case may be, according to this Privacy Policy and the applicable legislation to data protection. Whenever needed, We adopt additional safeguards to transfer your Information outside Brazil.

## **How to Contact Us**

If you have any questions, comments or concerns about this Privacy Policy or the information practices of the Sites, Services, Content or App, you may contact Us at Our Customer Service: [contact@skincheck.health](mailto:contact@skincheck.health), or by phone at +1 (254) 400-5240. You may also contact us by mail at SkinCheck, Inc., 100 S Cincinnati Ave, Fifth Floor, Tulsa, OK 74103.

## **Changes to This Privacy Policy**

From time to time, at Our sole discretion, We may change or modify this Privacy Policy. At any time, your access to and use of the Sites, Services, Content or App and the provision of information are governed by the then-current Privacy Policy. You will be notified of material changes to this Privacy Policy by means of a notice to the email address you have provided to Us or a prominent notice on the Sites. Such modifications shall become effective immediately upon the posting thereof as indicated by the “last modified” date above.

## **Use of your Information**

Unless otherwise stated, We may use your Personal Information for the following general purposes:

- to provide you with the Services you request, as provided in Our Terms of Use;
- to assist in managing your account;
- to respond to your questions, requests, and comments;
- to measure the interest in and improve the content of our Sites;
- to customize our Sites to match your preferences;
- to provide customer service, resolve disputes or solve problems;
- to improve our Services, conduct quality reviews, contact you about the Services available to you;
- to monitor the qualifications of HCPs (as defined in our [Terms of Use](#));
- to enforce our Terms of Use;
- to comply with legal and/or regulatory obligations (e.g., reporting certain diseases to health authorities, protecting victims of abuse or neglect);
- as otherwise required or permitted by applicable law;

- for payment of our Services; and
- for other purposes specified in this Privacy Policy or described to you at the moment of collection of your Information.

As mentioned in the Terms of Use, to the extent permitted by any applicable law, We reserve the right, but not the obligation, to monitor any content that you post, upload, create, or include on the Sites, Services, Content or App. We reserve the right to remove any information or material, if We have reasonable suspicions to believe that such information or material violates or may violate any applicable law or Our Terms of Use, or to protect or defend Our rights or property or those of any third party, subject to principles and rights provided under the applicable law.

## **Disclosure of Information**

We may disclose anonymized aggregated information about our Users and information that does not identify any individual without restriction.

We may disclose your Personal Information in the following circumstances:

- To HCPs as you may direct Us to do so through the Sites;
- To third party vendors, suppliers, providers and partners that We use to support Our Services (e.g., internet service providers, hosting companies, technology suppliers, and companies that provide technical support), in which case We require such third parties to agree to process your information according to this Privacy Policy and the applicable law;
- To comply with any portability requests made by you;
- To comply with legal or regulatory obligations, as well as in response to subpoenas, court orders, or other legal process, to establish or exercise Our legal rights, to defend against legal claims, or as permitted or required by applicable laws or applicable government regulation; and/or
- As otherwise described in this Privacy Policy or at the moment of collection of your Personal Information.
- When you interact with an AI Chatbot, we and our service providers collect the information you communicate to us. If you communicate with us through an AI Chatbot feature, we may monitor and retain those chat communications and store them with our service providers. We may also use these communications to build and improve our machine learning and other artificial intelligence models. For example, we may share Personal Information and chat communications with service providers.

Under no circumstances will We rent or sell your Personal Information to third parties.

## **Choices About How We Use And Disclose your Information**

We strive to provide you with choices regarding the Personal Information you provide to Us. We have created mechanisms to provide you with the following control over your information:

- Tracking Technologies and Advertising. You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of the Sites, Services, Content or App may then be inaccessible or not function properly.
- Information use by SkinCheck. If you do not wish to have your contact information used by SkinCheck to promote Our own or third-party products or services, you can opt-out by sending Us an email stating your request to [contact@skincheck.health](mailto:contact@skincheck.health). If We have sent you a promotional email, you may send Us a return email asking to be omitted from future email distributions.

- We may send you push notifications through the App. You may opt out from receiving these push notifications by changing the settings on your mobile device. With your consent, we may also collect precise location-based information via the App. You may opt out of this collection by changing the settings on your mobile device. To request deletion of your account, please use the standard deletion functionality available via the Services or contact Us using the information set forth in “Making Requests to Opt Out of Targeted Advertising or the Sale of Personal Data” below.]

We do not control third-party collection or use of your Information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt-out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

### **Access and Correction**

you may access the Personal Information provided by you through the Sites, Services, Content or App by contacting Us as indicated under “How to Contact Us.” We will take reasonable steps to update or correct the Personal Information you submit through the Sites, Services, Content or App, provided that you notify Us of any changes. We may not accommodate a request to change information if We believe the change would violate any law or legal requirement or cause the information to be incorrect.

If you delete your User Contributions from the Sites, Services, Content or App, copies of your User Contributions may remain viewable in cached and archived pages or might have been copied or stored by other Users. Access and use of information provided on the Sites, Services, Content or App, including User Contributions, is governed by Our Terms of Use.

### **your Rights**

Under the applicable law, you may choose to request access, modify, delete, enable portability, and other related information about your personal data stored with Us. To exercise these rights, you can contact Us through our Customer Service:

[Contact@skincheck.health](mailto:Contact@skincheck.health).

### **your California Privacy Rights**

If you are a California resident, California law requires that We provide you with a summary of your privacy rights under the California Online Privacy Protection Act (the “Act”), the Shine the Light Law (the “Law”), and the California Business and Professions Code and Civil Code (the “Codes”). As required by the Act, the Law and the Codes, We will provide you with the categories of personally identifiable information that We collect through the Sites and the categories of third-party persons or entities with whom such personally identifiable information may be shared for direct marketing purposes at your request. We are required to inform you, at your request: (1) the categories of personally identifiable information We collect and what third-parties We share that information with; (2) the names and addresses of those third parties; and (3) examples of the products marketed by those companies. We are also required to allow you to control who We can and cannot share that information with. To obtain this information, please send a request by email. When contacting Us, please indicate your name, address, and what personally identifiable information you do not want Us to share with third parties. The request should be emailed to Us at [Contact@skincheck.health](mailto:Contact@skincheck.health) and labeled “California Customer Choice Notice.” Please allow 30 days for a response. Also, please note that there is no charge for controlling the sharing of your personally identifiable information or requesting this notice.

### **your Texas Privacy Rights**

If you are a Texas resident, you may have additional rights under Texas law as listed below:



- **Right to Access:** The right to know and see what “personal data” (as defined under Texas law) We have collected about you in a usable format.
- **Right to Delete:** The right to request that We delete the personal data We have collected about you, subject to applicable legal exceptions.
- **Right to Correct:** The right to request that We correct inaccurate personal data.
- **Right to Opt Out of Targeted Advertising and Sale of Personal Data:** The right to “opt out” of “targeted advertising” and the “sale” of your personal data (as defined under Texas law).

### ***EXERCISING THESE TEXAS PRIVACY RIGHTS IF APPLICABLE TO YOU***

- **Making Access, Deletion, and Correction Requests.**

To make an access, deletion, or correction request, please contact Us at [Contact@skincheck.health](mailto:Contact@skincheck.health) or call +1 (254) 400-5240. Before completing your request, We may need to verify your identity. We will send you a link to verify your email address and may request additional documentation or information solely for the purpose of verifying your identity.

- **Making Requests to Opt Out of Targeted Advertising or the Sale of Personal Data**

To submit a request to “opt out” of “targeted advertising” or the “sale” of your “personal data,” you may contact Us at [contact@skincheck.health](mailto:contact@skincheck.health) or call +1 (254) 400-5240, or you may choose to enable online, where available, a universal tool that automatically communicates your opt-out preferences, such as the Global Privacy Control (“GPC”). We will process the GPC signal as a request to opt out.

- **Instructions for Using an Authorized Agent to Make Requests**

you may use an authorized agent to submit an access, deletion, correction, or opt-out request on your behalf. An authorized agent must have your signed permission to submit a request on your behalf or provide proof that they have power of attorney in accordance with applicable law. Before completing requests from authorized agents, We may contact you directly to confirm you’ve given your permission and/or to verify your identity. Authorized agents may submit requests to [contact@skincheck.health](mailto:contact@skincheck.health).

To appeal Our decision regarding a request related to these rights, you may email Us at [contact@skincheck.health](mailto:contact@skincheck.health).

### **Use of Cookies**

Cookies are text files stored on your device by a website’s server and only that server will be able to retrieve or read the contents of that cookie. Each cookie is unique to your web browser. It will contain some anonymous information such as a unique identifier and the site name and some digits and numbers. It allows a website to remember things like your preferences or keeps your sessions open, so you don’t have to login again. Generally, they are necessary for the full functioning of the Sites, Services, Content and App and may also allow you to customize features, evaluate the performance of the Sites, Services, Content or App or track your browsing history and affect the content and messages that appear to you.

We may use Our own cookies or third-party cookies. This means that companies and/or professionals may be hired to perform services based on the use of this information. Therefore, the suppliers themselves will need to install cookies on your device at the time you access the Sites, Services, Content or App. You are not required to accept the installation of cookies on your device, and you can, to do so, block them, review previously granted permissions or activate notifications when cookies are sent to your device. You may also reject/disable advertising and tracking

cookies. If the use of these cookies is accepted, the data may be shared for advertising purposes with technology indexers.

### **Third-Party Use Of Cookies And Other Tracking Technologies**

Some content or applications, including advertisements, on the Sites, Services, Content or App, are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies to collect information about you when you use the Sites, Services, Content or App. The information they collect may be associated with your Personal Information or they may collect information, including Personal Information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other third-party service, you should contact the responsible provider directly.

### **Interpretation**

In this Privacy Policy, (i) the captions and headings are for convenience only and do not constitute substantive matter and are not to be construed as interpreting the contents of this Policy, (ii) the word “including”, the word “includes” and the phrase “such as”, when following a general statement or term (whether or not non-limiting language such as “without limitation” or “but not limited to” or other words of similar import are used with reference thereto), is not to be construed as limiting, and the word “or” between two or more listed matters does not imply an exclusive relationship between the matters being connected, and (iii) all references to Sites or URLs will also include any successor or replacement Sites containing substantially similar information as the referenced Sites(s).

## **SUPPLEMENTAL CONSUMER HEALTH DATA PRIVACY STATEMENT**

This Supplemental Consumer Health Data Privacy Statement (“Consumer Health Data Privacy Statement”) supplements our Privacy Policy.



This Supplemental Consumer Health Data Privacy Statement only applies to personal information we process that is “consumer health data” subject to the Connecticut Data Privacy Act, as amended (“CTDPA”), Washington My Health My Data Act (“MHMDA”), Nevada’s Consumer Health Data Privacy Law (“NVCHDPL”), or other states with consumer health data privacy laws (as applicable).

Terms used in this Supplemental Consumer Health Data Privacy Statement that are defined in MHMDA, NVCHDPL, or CTDPA will have the meaning set forth in those laws to the extent such laws are applicable.

## **CONSUMER HEALTH DATA WE COLLECT**

Under the MHMDA, “consumer health data” is defined as “personal information that is linked or reasonably linkable to a consumer and that identifies the consumer's past, present, or future physical or mental health status.”

Under NVCHDPL, “consumer health data” is defined as “personally identifiable information that is linked or reasonably capable of being linked to a consumer and that a regulated entity uses to identify the past, present or future health status of the consumer.”

Under CTDPA, “consumer health data” is defined as “any personal data that a controller uses to identify a consumer's physical or mental health condition or diagnosis, and includes, but is not limited to, gender-affirming health data and reproductive or sexual health data.”

Because consumer health data is defined very broadly, many of the categories of personal information that we collect under our Privacy Policy may also be considered consumer health data.

Examples of consumer health data that you may provide to us, or that we may otherwise collect, may include:

- Information that could identify your attempt to seek health care services or information, including services that allow you to assess, measure, improve, or learn about your or another person’s health. For example, we collect your search queries on the Sites, which may include queries or other information concerning nutrition, wellness, fitness, medical conditions, or other health-related topics.
- Information about your health-related conditions, symptoms, status, diagnoses, disease, testing, or treatments.
- Information about social, psychological, behavioral, and medical interventions.
- Information about use or purchase of prescribed medication.
- Information about measurements of bodily functions, vital signs, symptoms, or characteristics.
- Information about diagnoses or diagnostic testing, treatment, or medication.
- Information about surgeries or other health-related procedures.
- Reproductive or sexual health information.
- Information about gender-affirming care.
- Biometric information.
- Genetic data.
- Information about your access to healthcare, including precise location information that could reasonably indicate an attempt to acquire or receive health services or supplies; or
- Information processed to associate or identify an individual with the data listed above that is derived or extrapolated from non-health information.
- Information related to the precise (geo)location information of a consumer used to indicate an attempt by a consumer to receive health care services or products.
- Other information that may be used to infer or derive data related to the above or other consumer health data.

## **SOURCES OF CONSUMER HEALTH DATA**

We collect consumer health data that you provide to us, consumer health data we collect automatically when you use

the Sites, and consumer health data from third-party sources, as described in our Privacy Policy and below.

## **WHY WE COLLECT AND USE CONSUMER HEALTH DATA**

We collect and use consumer health data for the purposes and in the manner described in the “Use of your Information” section of our Privacy Policy.

Primarily, we collect and use consumer health data as reasonably necessary to provide you with the products or Services you have requested or authorized. This may include delivering and operating the products or Services and their features, personalization of certain product or Sites features, ensuring the secure and reliable operation of the products or Services and the systems that support them, troubleshooting and improving the products and Services, and other essential business operations that support the provision of the products and Services (such as analyzing our performance and meeting our legal obligations).

We may also use consumer health data for other purposes for which we give you choices and/or obtain your consent as required by law.

## **SHARING OF CONSUMER HEALTH DATA**

We may share each of the categories of consumer health data described above for the purposes described above and in the “Use of your Information” section of our Privacy Policy.

We only share or disclose your consumer health data as needed to provide you with the products or Services that you request, or with your explicit consent. We may share or disclose any or all the above categories of consumer health data to the following entities, who shall use the data only as permitted for the purposes set forth above, and within the bounds of our contracts with them:

These general categories of third parties:

- Business Collaborators
- Product co-promotion partners
- Product co-development partners
- Marketing and Advertising Agencies
- Social Media Companies and Platforms
- Service Providers (including those hosting or analyzing data on our behalf, those assisting with fraud prevention, those assisting in program administration, those assisting in incident management and reporting, those administering our call center and websites, and those who assist with our information technology and security programs)
- Emergency Personnel
- Authorized/legal representatives, family members, and caregivers
- Third parties (including those with whom SkinCheck has joint marketing and similar arrangements, those who provide marketing and data analytics services, those who provide program enrollment or product fulfillment, payment, and authorization, other third parties as necessary to complete transactions and provide products or Services, or where required by law)
- SkinCheck lawyers, auditors, and consultants
- Legal and regulatory bodies.

In addition, we may share or disclose consumer health data as permitted or required by law, such as (i) to an acquiring organization if we are involved in a sale or a transfer of our business, (ii) as needed to prevent, detect, protect against, or respond to security incidents, identity theft, fraud, harassment, malicious or deceptive activities, (iii) in situations that may involve violations of our terms of use or other rules, (iv) to protect our rights and the rights and safety of others, (v) as needed to support external auditing, compliance and corporate governance functions, (vi) as needed to

preserve the integrity or security of our systems, or (vii) to investigate, report, or prosecute those responsible for any action that is illegal under applicable state or Federal law.

## **HOW TO EXERCISE YOUR RIGHTS**

The CTDPA, MHMDA, and NVCHDPL provide consumers with certain rights with respect to consumer health data.

Under MHMDA, consumers have the right to: (i) confirm whether SkinCheck is collecting, sharing, or selling consumer health data and to access such data; (ii) withdraw consent from SkinCheck's collection and sharing of consumer health data; and (iii) request that SkinCheck delete consumer health data.

Under NVCHDPL, consumers have the right to: (i) confirm whether SkinCheck is collecting, sharing or selling consumer health data; (ii) have SkinCheck provide the consumer with a list of all third parties with whom SkinCheck has shared consumer health data relating to the consumer or to whom SkinCheck has sold such consumer health data; (iii) request that SkinCheck cease collecting, sharing, or selling consumer health data relating to the consumer; and (iv) request that SkinCheck delete consumer health data.

Under CTDPA, SkinCheck is required to obtain consumer consent prior to selling or offering to sell, consumer health data. Consumers have the right to: (i) confirm whether SkinCheck is collecting or sharing consumer health data; (ii) have SkinCheck provide the categories of consumer health data that it shares with third parties and the categories of third parties with which it shares consumer health data; and (iii) withdraw consent from SkinCheck's selling of consumer health data.

The rights afforded to consumers under CTDPA, MHMDA, and NVCHDPL are subject to certain exceptions.

Subject to certain legal limitations and exceptions, you have the following rights with respect to any consumer health data we may collect about you:

- The right to confirm whether we are collecting, sharing, or selling your consumer health data and to access such data, including to receive a list of affiliates or specific third parties with whom we have shared or sold your information, along with contact information such as an active email address for each third party;
- The right to review and request corrections to your consumer health data;
- The right to withdraw consent from our collection or sharing of your consumer health data; and
- The right to request that we delete your consumer health data.

you may submit a request pursuant to any of these rights by contacting us as described in "Making Access, Deletion, and Correction Requests."

SkinCheck will not discriminate against you for exercising any of your rights. We will make reasonable efforts to respond promptly to your requests in accordance with applicable laws. Please allow 45 days for a response. We may, after receiving your request, require additional information from you to authenticate your request and verify your identity. Please be aware that we may be unable to afford these rights to you under certain circumstances, such as if we are legally prevented from doing so. If we deny your request, you have the right to appeal that denial by contacting us as described in "Making Access, Deletion, and Correction Requests." We will process and respond to your appeal within the time permitted by applicable law.

If you are a Washington resident and your appeal is unsuccessful, you may file a complaint with the Washington State Attorney General at [www.atg.wa.gov/file-complaint](http://www.atg.wa.gov/file-complaint).

## **CHANGES TO OUR CONSUMER HEALTH DATA PRIVACY STATEMENT**

We may update this Consumer Health Data Privacy Statement from time to time. When we do update it, for your convenience, we will make the updated statement available on this page. Our intention is to use consumer health data

in accordance with the Consumer Health Data Privacy Statement in place at the time the consumer health data was collected.

#### **CONSUMER HEALTH DATA AUTHORIZATION**

This Consumer Health Data Privacy Authorization (“Authorization”) supplements SkinCheck, Inc.’s (“SkinCheck”, “we,” “us,” or “our”) Privacy Policy, Supplemental Consumer Health Data Privacy Statement, and the

www.skincheck.health/us cookie banner and applies only to “consumer health data” subject to the Connecticut Data Privacy Act, as amended (“CTDPA”), Washington My Health My Data Act (“MHMDA”), Nevada Consumer Health Data Privacy Law (“NVCHDPL”), or other states with consumer health data privacy laws (as applicable).

Terms used in this Authorization defined in CTDPA, MHMDA, NVCHDPL, or other applicable state consumer health data privacy laws will have the meaning set forth in those laws to the extent such laws are applicable.

If you opt-in to “personalized marketing” through the www.skincheck.health/us cookie banner, you allow us to “sell” your consumer health data as described below:

- **Specific consumer health data intended for “sale”:** Consumer health data collected via cookies and similar technologies including but not limited to browsing activity on our website.
- **Purpose of the “sale” of consumer health data:** To tailor and deliver personalized advertisements to you.
- **How consumer health data purchasers gather and use the data:** Consumer health data purchasers will gather the data via cookies and other tracking technologies when you visit www.skincheck.health/us. These purchasers may use the data to assist us to deliver personalized advertisements to you and in accordance with their privacy policies linked below.
- **Consumer health data purchasers’ contact information:**

[o](#) Google: [Privacy Policy](#)

- **Contact information for SkinCheck:** Telephone: +1 (254) 400-5240  
Email: [contact@skincheck.health](mailto:contact@skincheck.health)

**Please note:**

- The provision of goods or services may not be conditioned upon you accepting the terms of this Authorization.
- Purchasers may redisclose the consumer health data sold under this authorization and such data may no longer be protected by the CTDPA, MHMDA, NVCHDPL, and/or applicable state consumer health data privacy laws.
- you may revoke this authorization at any time through the www.skincheck.health/us cookie banner. To do so, please be sure the box next to “Personalize marketing” is **unchecked** and click “Save my choices.” you may also click “Decline all” to decline our use of all cookies not required to operate our website.
  - o A revocation will not impact previously sold consumer health data. In addition, if you use different browsers or devices, you must indicate your choices on each browser/device used to access www.skincheck.health/us.

If you have any questions about how to revoke your authorization, please contact: [contact@skincheck.health](mailto:contact@skincheck.health).

### **Suggested Pop Up Banner for CT, NV, and WA**

We and our partners use and share cookies and other tracking technologies (“cookies”) to improve your experience, measure website performance, and personalize marketing to you.

Under certain state privacy laws, cookies are considered to include personal information and our sharing of cookies may be considered a “sale” or “sharing” for behavioral or “targeted” advertising. To opt out, click [here](#).

By clicking “Accept” or otherwise opting into personalized marketing, you authorize SkinCheck to “sell” or “share” your “consumer health data” in accordance with our Consumer Health Data Authorization:

This Consumer Health Data Privacy Authorization (“Authorization”) supplements SkinCheck’s Privacy Notice and [Supplemental Consumer Health Data Privacy Statement](#), and applies only to “consumer health data” subject to the Connecticut Data Privacy Act, as amended (“CTDPA”), Washington My Health My Data Act (“MHMDA”), or Nevada’s Consumer Health Data Privacy Law (“NVCHDPL”) (as applicable).

Terms used in this Authorization defined in CTDPA, MHMDA, or NVCHDPL will have the meaning set forth in those laws to the extent such laws are applicable.

If you opt-in to “personalized marketing” through the [www.skincheck.health/us](http://www.skincheck.health/us) cookie banner, you allow SkinCheck to “sell” your consumer health data as described below:

- **Specific consumer health data intended for “sale”:** Consumer health data collected via cookies and similar technologies including but not limited to browsing activity on the SkinCheck website ([www.skincheck.health/us](http://www.skincheck.health/us)).
- **Purpose of the “sale” of consumer health data:** To tailor and deliver personalized advertisements to you.
- **How consumer health data purchasers gather and use the data:** Consumer health data purchasers will gather the data via cookies and other tracking technologies when you visit the SkinCheck website. These purchasers may use the data to assist us to deliver personalized advertisements to you and in accordance with their privacy policies linked below.
- **Consumer health data purchasers’ contact information:**
  - Google: [Privacy Policy](#)
- **Contact information for SkinCheck:** [Contact@skincheck.health](mailto:Contact@skincheck.health)

**Please note:**

- The provision of goods or services may not be conditioned upon you accepting the terms of this authorization.
- Purchasers may redisclose the consumer health data sold under this authorization and such data may no longer be protected by the CTDPA, MHMDA, and/or NVCHDPL.
- you may revoke this authorization at any time through this SkinCheck cookie banner. To do so, please be sure the box next to “Personalize marketing” is **unchecked** and click “Save my choices.”

you may also click “Decline all” to decline our use of all cookies not required to operate our website.

- o A revocation will not impact previously sold consumer health data. In addition, if you use different browsers or devices, you must indicate your choices on each browser/device used to access [www.skincheck.health/us](http://www.skincheck.health/us).
- o If you have any questions about how to revoke your authorization, please contact us at [Contact@skincheck.health](mailto:Contact@skincheck.health).
- This authorization will expire one year after accepting it.

**To learn more about how we use and share personal information including Cookies, please review our Privacy Policy.**

[\[Manage preferences\]](#)

[\[Accept\]](#) [\[Decline\]](#)

#### Manage preferences pop up, if clicked

**you control your data** [\[Accept all\]](#) [\[Decline all\]](#) [\[Save my choices\]](#)

you can control how cookies are used on our website. Learn more below about the cookies we use and choose which cookies work for you.

**If you “Accept all” cookies:**

- Our site may be improved based on your interests;
- your preferences may be stored for when you return; and
- you may see advertising tailored to you.

To opt out of our “sale” or “sharing” for behavioral or “targeted” advertising activities requiring cookies, please be sure the box next to “Personalize marketing” below is **unchecked** and click “Save my choices.” you may also click “Decline all” to decline our use of all cookies not required to operate our website.

To opt out of our “sale” or “sharing” for behavioral or “targeted” advertising activities not using cookies, please contact us at [contact@skincheck.health](mailto:contact@skincheck.health).

#### Cookie preferences

[Accept all](#)

[Decline all](#)

[Save my choices](#)



##### ☒ **Operate the website**

These cookies are required for the site to function and for necessary activities like protecting against fraud.

##### ☐ **Store your preferences**

These cookies help remember your preferences, like your country or language, to personalize your next visits to the website.

##### ☐ **Personalize marketing**

These cookies are used to provide ads on other sites and marketing communications based on your interests.

##### ☐ **Measure performance**

These cookies help to understand how you interact with the site and what types of content are valuable to you.