

MedAtlas Privacy Policy

At MedAtlas Care (“MedAtlas”), your right to privacy is very important to us. We provide an online platform that connects healthcare specialists with individuals seeking certain medical services and consultations, through our website and virtual offices, allowing users to interact via the MedAtlas platform’s interface or other methods as may be made available by MedAtlas from time to time. In order to provide you with this service effectively, we collect certain specific information from you, and we also automatically collect information and data relating to the usage of our services by all our users, including you. Because we are committed to protecting your privacy rights and the information you provide to us, we have developed this privacy policy. It explains how we will protect your information and describes how we will use and share it.

This policy is concerned with the protection of your personal information only. Personal information includes any data that can be used to identify you as an individual, including your name, income, personal opinion, interests, home contact information, identification numbers, user IDs, passwords, ethnic origin, and age. Under Canadian law, in a business context, personal information does not include the name, job title, business address, or business telephone number of any employee in an organization.

This policy describes the following practices:

- Collecting information
- Sharing your personal information
- Maintaining your personal information

This privacy policy may change from time to time to reflect MedAtlas’ internal needs, customer feedback, or changes in applicable privacy legislation. MedAtlas will post all such changes on our website, so please visit this page regularly.

Collecting information

In order to use the services provided by MedAtlas, you will be required to provide specific information about yourself, such as your name, address, telephone number and e-mail address. We will always inform you when we need information that personally identifies you, and we will keep this information in strict confidence. Additionally, you may, on occasion, voluntarily provide MedAtlas with information that can be classified as personal information – all such personal information will be stored and maintained in accordance with this privacy policy.

We collect information about you in the following ways:

As part of your use of MedAtlas’ services

Whether you are a healthcare specialist providing services or an individual wishing to obtain medical consultation and services, MedAtlas will require a certain amount of personal information to enable others to contact you to facilitate the provision of such medical consultation services. If you are a healthcare specialist, the profile you create on our website will be publicly accessible unless otherwise indicated. You may change the privacy settings of your profile and edit the content at your own discretion.

The ability of healthcare specialists to provide Healthcare Specialist Services (as defined in the User Terms of Service) through MedAtlas services depends upon the provision of certain personal information from individuals requesting medical consultation and services. All healthcare specialists providing Healthcare Specialist Services through MedAtlas’ Site are required to agree to maintain the confidentiality of such information, and to comply with all applicable privacy laws respecting such information. **MedAtlas does not store any such information and acts solely as a means of communication between healthcare specialists and individuals wishing to consult with the healthcare specialists.** Each user of MedAtlas’ services is solely responsible for respecting and protecting the personal information of any person with whom they interact through MedAtlas’ services.

Parents or guardians of individuals who are minors are responsible for any services requested or obtained on such child's behalf, in accordance with MedAtlas' User Terms of Service, and shall be in control of, and responsible for, any disclosure of personal information relating to the child in relation to the child's use of the services. MedAtlas expects parents or guardians to be the primary contact with respect to any use of services obtained through MedAtlas; personal information of any minor must not be disclosed except with the parent's or guardian's consent. Further details are set forth in the section below, "Information relating to minors".

We will also require your name, address, telephone number and certain financial account or credit card information, for billing and payment purposes. This information is kept confidential and stored securely by MedAtlas and its payment provider.

MedAtlas also reserves the right to monitor messages sent by you, or data posted by you, through the services, in order to ensure that your use of the services is appropriate, lawful, and in accordance with MedAtlas' terms of service.

Automatically by MedAtlas' software and services

MedAtlas' software and services contain features that automatically collect information from users, such as usage statistics and other tracking information. Although this information will not identify you personally, it nevertheless provides certain information about you, and we therefore treat it as personal information. Additionally, use of MedAtlas' website and/or software may result in the collection of technical information such as your computer's IP address, operating system, browser name/version, the referring web page, requested page, date/time, and sometimes a "cookie" (which can be disabled using your browser preferences); such information is used to help us understand the overall usage pattern of our website and software.

You contact MedAtlas directly

Customers and business partners often contact us directly. When you contact any MedAtlas employee by telephone, e-mail, in person, or through our website, you will be asked to provide consent to the collection of personal information if your personal information will help us deliver the information, products, or services you require.

You respond to communications from MedAtlas

From time to time, MedAtlas may invite you to provide us with information for specific purposes. We may ask for this information through feedback features on our website or software; we may send out e-mail inviting feedback or offering products and services; or we may ask you for information concerning support of our products or services. Your response to these communications may require you to submit personal information and opinions.

Your information is obtained through a third party

Occasionally, MedAtlas may obtain information about you from third parties, such as mailing list providers, third party service providers, ISPs, or third-party application or account providers. Third-party providers are responsible for obtaining consent for the release of personal information to us from those individuals identified on mailing lists, surveys, or through other collection methods.

Third party collection of your information

Apart from the direct communication of information to third parties through your use of the services, third parties may collect information from you, through the use of websites that are accessed by you through the services. Additionally, these websites may ask you to provide additional information directly to third parties. Third party products or services provided through these websites are not owned or controlled by MedAtlas, and are governed by the third party's terms and conditions and/or privacy policy. You are encouraged to read the terms and other policies published by such third parties on their websites or otherwise.

Information relating to minors

MedAtlas services are designed to be provided to adults, and not children. We do not collect or retain any personal information from children. MedAtlas is committed to complying fully with the Children's Online Privacy Protection Act of 1998 ("COPPA"). MedAtlas content on its website is not directed at children under 13 years of age, and MedAtlas does not knowingly collect personally identifiable information directly from children under 13 years of age online. For purposes of using the MedAtlas' website as a platform to connect with healthcare specialists,

parents or guardians may supply information respecting their children in order for MedAtlas to assist in facilitating the healthcare specialist to provide services in relation to their child; however, MedAtlas expects the parent or guardian to be at all times the party supervising and responsible for such child's use of MedAtlas services, if any, and to solely be controlling the information disclosed respecting such child.

Sharing your personal information

Subject to any exceptions stated above in the collection of information section, should MedAtlas collect any of your personal information, we will follow these practices regarding the distribution of that information.

Your personal information is protected

MedAtlas uses reasonable precautions to protect your personal information and store it securely. Access to your personal information is restricted to those persons who need it (including healthcare specialists and individuals desiring medical consultation services, as applicable), and MedAtlas takes reasonable steps to prevent the unauthorized use or disclosure of your personal information.

MedAtlas only uses and discloses your personal information if it helps us facilitate your needs, improve our products and services, meet legal and regulatory requirements, or — to the limited extent possible — manage our internal business operations. Additionally, if there are any disclosure or use restrictions in your consent to the collection of your personal information, MedAtlas will abide by those restrictions (subject to the consent exceptions listed below). For example, your credit card or financial information will only be used to bill you for the services that you have authorized or used, or to pay you for the services performed, as applicable.

MedAtlas may combine your information with other information into an aggregate form, so your information no longer personally identifies you. We may then disclose the aggregate information to third parties, so they can obtain an overall picture of MedAtlas' products, services, customer sectors and/or usage patterns.

We only share your information with your consent

MedAtlas provides your information to third parties only for purposes to which you have consented, and we require such third parties to keep your information confidential.

In a few situations, MedAtlas may be required to disclose your information without your prior consent. For example, MedAtlas may disclose your information if we are required to do so by law, or if we believe in good faith that such disclosure is necessary to:

- comply with law or legal process
- protect and defend our rights and property, or the rights and property of a third party
- protect against misuse or unauthorized use of any of MedAtlas' products, services, or other proprietary materials
- protect the personal safety of any person
- allow for a change of ownership of MedAtlas and associated transfer of all personal information to the new owner of MedAtlas – this does not affect the protection of your information under this Privacy Policy

MedAtlas will always try to provide you with prior notice of such disclosure; however, such notice may not always be possible or reasonable given the circumstances.

Additionally, the nature of the services provided requires the routine use of your information in the provision of the services. Your personal information will only be used to the limited extent necessary to provide the services that you have requested, and may include the following uses:

- to allow third party suppliers, vendors, contractors and other parties to provide products and services to us or to you, or to otherwise act on our behalf (this may include, without limitation, the web services platform provider; such authorization includes the ability such third parties to email our users regarding updates, surveys and other inquiries regarding their experience with our service); and
- to allow for audits and surveys to, among other things, validate the size and composition of the users of MedAtlas' services, and understand their experience with MedAtlas' service.

Maintaining your personal information

MedAtlas has established the following practices regarding the maintenance of your personal information.

You can request access to your personal information at any time

If, for any reason, you wish to review your personal information that MedAtlas has in its possession, you can contact our Privacy Officer, who will be pleased to provide you with all your personal information that MedAtlas has on file.

You can request changes to your personal information at any time

Sometimes, it will be necessary for you to update your personal information MedAtlas has on file. For example, if you change payment account information, you must update your information in order to keep receiving the services provided by MedAtlas. In many cases, you will be able to do so by changing your personal settings on your account.

If you wish to make any changes or corrections to your personal information that cannot be done yourself through your personal settings, please contact our Privacy Officer who will implement the changes. This will help us ensure our records are always up-to-date.

You can opt out of communications at any time

Additionally, you always have the choice of whether you wish to receive information – such as e-mail updates – from MedAtlas. In some cases, you may do so simply by changing the preferences on MedAtlas' website or virtual classroom.

If you do choose to opt out of communications respecting services provided by MedAtlas, you may not obtain all the benefits we could otherwise provide, such as updates or warnings. MedAtlas will not have any liability to you for your loss of those benefits or any negative effects respecting your use of MedAtlas' services.

You can request that your personal information be destroyed at any time

A situation may arise where you desire to have all of your personal information that is contained in MedAtlas' records deleted or destroyed. If this is what you wish, please contact our Privacy Officer, who will take care of removing your personal information from all of MedAtlas' records. However, there may be situations where we are obligated to retain one archival copy of your information to allow us to comply with laws or respond to legal processes. We will inform you of all such situations and will only use your retained personal information to the limited extent necessary to comply with such laws or respond to legal processes.

We follow general principles consistent with applicable privacy laws

We comply with all applicable privacy laws respecting our processing and storage of any personal information that may be used in conjunction with the Services, and we deal with your data under these general principles:

- **Lawfulness, fairness and transparency:** We may not reveal the granular details of how we protect your data, because that would compromise its security – but we will let you know why we need it, what we need it for, and process it securely and in accordance with applicable laws. If you have any questions respecting your data and how it's being used, you need only ask us, and we will answer.
- **Limitations of purpose:** We will limit use of your data to the extent necessary to provide you with our products and services, with the clear exceptions that are set out in this Privacy Policy
- **Minimization of data:** We only collect information that we need, and that you choose to give to us. We will not collect personal information gratuitously from you for no reason.
- **Accuracy:** We make reasonable efforts to keep your data accurate and up to date, based on your input; if you notify us of any changes to your data, we will make sure to change it in our systems in a timely manner.
- **Limitation of data retention:** We believe in streamlining the way that we handle data so that it minimizes data redundancy and unnecessary retention. We have instituted processes to delete personal information from our systems when it is no longer required.

- Integrity and confidentiality: We process your information using appropriate technical or organizational measures designed to ensure appropriate security of your personal data, including protection against unauthorized or unlawful processing and against accidental loss, destruction or damage.

Contacting our Privacy Officer

MedAtlas welcomes your comments about this privacy policy, and we would be happy to provide any additional information you require. Please contact our Privacy Officer at:

info@medatlascares.com

This privacy policy supplements any agreements you already have with MedAtlas, such as your User Terms of Service, and any other agreement. Our privacy policy does not replace the terms of those agreements. By agreeing to those terms and using MedAtlas' website, products, software and services, you are consenting to the collection and use of your personal information by MedAtlas in accordance with this privacy policy. This policy was written in accordance with the Canadian Personal Information Protection and Electronic Documents Act (PIPEDA).