

Privacy Policy

At HecoAnalytics we know how important it is to protect your personal information. Whether you are using our online services or in person we want to make every customer experience safe and secure.

In keeping with that goal, we have developed this Privacy Policy to explain our practices for the collection, use, and disclosure of your personal information.

This Policy applies to our Web Sites, mobile apps, call centres, and all other channels in which HecoAnalytics collects and uses your personal information. All references to "Web Sites" in this Privacy Policy mean www.hecoanalytics.com or mobile apps where this Privacy Policy is posted.

1.WHAT WE COLLECT

The types of information we collect depend on the nature of your interaction with us.

1.1 Personal Information

Personal information is information that can identify an individual or information about an identifiable individual. We may collect personal information such as:

- your contact information - e.g., name, postal address, telephone number, cloud provider identifiers and email address;
- your personal preferences - e.g., default data, language preferences, and marketing consent.

In addition, we may collect the following types of information:

- we may collect certain data when you visit our Web Sites, such as your IP address, the type of browser you are using or the referring URL; or
- we may collect and summarize customer information in an aggregate format for internal statistical and research purposes. We may, for example, summarize our data to determine usage of our products and services.

You may choose not to provide us with your personal information. However, if you decide to do this, we may not be able to provide you with the product, service, or information that you requested. For example, some of our services will not be able to display all computed information.

1.2 Supplementing Information

From time to time we may supplement the information you give us with information from other sources, such as information validating your address or other available information you

have provided us. This is to help us maintain the accuracy of the information we collect and to help us provide better service.

2.HOW WE COLLECT AND USE INFORMATION COLLECTED FROM YOU

Listed here are some further examples of the ways that we collect personal information directly from you and how we use it.

2.1 Service Usage Follow-Up, Surveys, and Customer Research

Following a purchase, we may send you a follow-up letter to thank you for your business, or we may contact you to ensure that you are completely satisfied with the delivery, setup, or installation of your new product.

We may use contact information collected online to conduct occasional surveys and other customer research. These surveys are entirely voluntary and you may easily decline to participate. The information obtained through our surveys and customer research is used to help us understand our customers, to enhance our product and service offerings, promotions and events, and/or to assist in the selection of store locations.

2.2 Online Accounts

To engage in certain special features or functions of our Web Sites, or to utilise services from our Web Sites, you may be asked to provide certain personal information, such as your name, email address, postal address, telephone number, cloud identifiers. We use this information to create your account, contact and correspond with you about your order, respond to your inquiries, and monitor services launched of our Web Sites that you choose to use, such as HecoCalc for early stage health economic analysis.

2.3 Customer Reviews

Customer Review functionality is provided as a rating system that offers you the chance to share your thoughts on a product. These reviews are accessible to all Web Site visitors so please use discretion when posting information to them and do not post personal information.

2.4 Newsletters or Updates

HecoAnalytics offers a variety of newsletters and promotional communications. If you sign-up or are subscribed for our newsletter or other promotional communications, we will send you communications that may be tailored based on your interests, preferences, and behaviour. You may choose to stop receiving these communications at any time. This will include sign-up to social media platforms, for example LinkedIn.

Please note that even if you unsubscribe from receiving our promotional communications, you may continue to receive certain service or account-related communications from us. Our subscriber list is not sold or rented to other parties.

2.5 Subscription Services and activations

HecoAnalytics may offer activation of services like health economic or AI data services. These subscription and activations will be recorded for audit purposes.

3.INFORMATION COLLECTED AUTOMATICALLY

In some cases, we automatically collect certain information.

3.1 Our Web Sites

Our Web Sites can be browsed without you providing us with any personal information. However, when using our Web Sites, we may collect the Internet Protocol (IP) address of your computer, the IP address of your Internet Service Provider, the date and time you access our Web Sites, the Internet address of the Web site from which you linked directly to our Web Site, the operating system you are using, the sections of the Web Site you visit, the Web Site pages read and images viewed, and the content you download from the Web Site.

This information is used for Web Site and system administration purposes, to understand Web Site activity, and to improve the Web Sites.

3.2 Cookies, Tracer Tags, and Web Beacons

The Web Sites use "cookies", a tiny element of data that our Web Sites can send to your browser, which may then be stored on a Web Site user's computer to permit the Web Site to recognize future visits using that browser. Cookies enhance the convenience and use of the Web Site. For example, the information provided through cookies is used to recognize you as a previous user of the Web Site (so you do not have to enter your language preference every time), to offer personalized Web page content and information for your use, to track your activity at the Web Site, to respond to your needs, and to otherwise facilitate your Web Site experience. You may choose to decline cookies if your browser permits, but doing so may affect your use of the Web Site and your ability to access certain features of the Web Site or engage in transactions through the Web Site.

Our Web Sites or email communications may also use technology such as "tracer tags" or "Web Beacons". This technology allows us to understand which areas of our emails you click on and our behaviour on our Web Sites, such as which pages you visit. These tracer tags are used to help us optimize and tailor our Web Site for you and other future visitors to our Web Site, and to help provide you with email content and ads tailored to your interests.

3.3 Web Site Tracking Information

We may use web beacons or pixel tags to compile tracking information reports regarding Web Site user demographics, Web Site traffic patterns, and Web Site purchases. We may then provide these reports to advertisers and others. For our own research purposes, we may link tracking information with personal information voluntarily provided to us. Once such a link is made, all of the linked information is treated as personal information and will be used and disclosed only in accordance with this Privacy Policy.

3.4 Social Media

We may offer you the opportunity to engage with our content on or through third-party social networking websites, plug-ins, and applications. When you engage with our content on or through third-party social networking websites, plug-ins, and applications, you may allow us to have access to certain information associated with your social media account (e.g., name, username, email address, profile picture, gender) to deliver the content or as part of the operation of the website, plug-in or application.

When you provide information from your social media account, we may use this information to personalize your experience on the Web Site and on the third-party social networking websites, plug-ins, and applications, and to provide you with other products or services you may request.

3.5 Links to Other Web Sites

Our Web Site may contain links to other Web sites or Internet resources that are provided solely for your convenience and information. When you click on one of those links you are contacting another Web site or Internet resource. HecoAnalytics has no responsibility or liability for, or control over, those other Web sites or Internet resources or their collection, use, and disclosure of your personal information.

We encourage you to read the privacy policies of those other Web sites to learn how they collect and use your personal information.

4.HOW ELSE WE USE THE INFORMATION WE COLLECT

In addition to the uses described above, HecoAnalytics may use your personal information for a number of different business purposes, for example to:

- detect and protect against fraud and error;
- establish and manage your accounts with us;
- track and confirm online service usage;
- track and analyse your purchases and preferences to better understand your product and service needs and eligibility;
- market and advertise our services;
- communicate things like special events, promotions, and surveys;

- tailor our online content or in-store offerings to you based on your interactions with us and your preferences;
- conduct research and analysis;
- operate, evaluate and improve our business; and
- for other purposes as described in this Privacy Policy.

5.WHEN IS YOUR INFORMATION REMOVED

We keep your information only as long as we need it for legitimate business purposes and to meet any legal requirements. We have retention standards that meet these parameters. We destroy or erase your information when it is no longer needed, or we remove your personally identifiable information to render it anonymous.

6.HOW WE SHARE YOUR INFORMATION

HecoAnalytics does not sell or rent our customers' personal information to any other party. However, in the normal course of business, we may share some of your personal information within our corporate family and with third parties acting on our behalf or as permitted or required by applicable law.

Our affiliates and third-party service providers may be located outside of the UK and this may result in personal information collected by HecoAnalytics being stored or processed outside of UK and, as a result, your personal information may be accessible to law enforcement, courts, and regulatory authorities in accordance with the law of these foreign jurisdictions.

7. SERVICE PROVIDERS

HecoAnalytics may use third parties to manage one or more aspects of our business operations, including the processing or handling of personal information. When we do use an outside company, we use contractual or other appropriate means to ensure that your personal information is used in a manner that is consistent with this Privacy Policy.

For example, we may share personal information with third parties to perform services on our behalf such as hosting data securely and carrying out computational services.

HecoAnalytics has taken precautions to prevent the fraudulent use of your information on our Web Sites. HecoAnalytics has adopted industry-standard authentication procedures to ensure

your protection while shopping with us online. This includes, but is not limited to, contacting financial institutions or credit reporting agencies to ensure the authenticity of your credit card and to validate your credit card billing information.