

# Privacy Policy

## Get-To-Market Health LLC

Your privacy is important to you. It is also important to us at Get-To-Market Health LLC (“GTMH”). We respect your privacy and understand the importance of protecting your personal information. The protection, confidentiality and integrity of your personal data are our prime concerns.

Please read this Privacy Policy carefully. It explains the role of GTMH as a data controller of personal information that we collect, including (i) what data we collect, (ii) why and how it is collected and used, (iii) our rights to use it, (iv) how long we keep it, and (v) how it may be shared.

This Privacy Policy may be updated periodically by GTMH. With respect to changes in this policy that affect how we use your personal data, we will notify affected individuals of such changes by email.

Here are important details:

### **Our services**

GTMH offers specialized consulting services (“Services”) to healthcare technology organizations (“Customers”) via written service contracts (“Agreements”).

### **What personal data do we collect?**

While creating relationships with Customers and performing the Services, we may receive, in the ordinary course of business, personal information about our Customers’ and prospective customers’ employees, agents, and business partners. Such information typically includes name, address, phone, and email contact information of key individuals involved in the Services. This information is needed for the proper performance and administration of Agreement.

We may receive your personal information from our Customers pursuant to Agreements that specify the purposes for which GTMH may access, use, transmit and store your personal information. In such cases, (i) GTMH’s Customer is responsible for obtaining your prior consent before we collect and use your personal information, and (ii) GTMH is not required to separately obtain your individual consent for the permitted uses described in this Privacy Policy. Examples of personal information that may be obtained from GTMH’s Customers include the demographic information described above.

We do not share personal information with any third party unless authorized in an Agreement.

### **Terms of Service, cookies, tracking, anonymization, and other similar technologies**

Our website at <https://gettomarkethealth.net> is not interactive. You are not asked to register and provide personal information, nor is there a feature that supports inputting such information. Accordingly, we do not maintain online Terms of Service. Our Agreements with Customers include a detailed description of our Services and include provisions that protect our Customers’ confidential information, including personal information of Customers’ employees, agents, and their business parties.

We do not track users to our website in any manner. To be clear, we do not use, directly or

indirectly, any software or analytical tools that would enable anyone to trace, capture, anonymize, or otherwise use your personal information. We use personal information obtained from Customers exclusively to perform Services under Agreements. It is possible that your internet service provider may possess and use tools that analyze personal information of anyone who accesses our website, that we are not recipients of any such information.

We do not use cookies and do not set cookies on your devices when you access and use <https://gettomarkethealth.net>. We do not use software or services to measure website usage or to associate these data with personal logins.

## How do we use your personal data?

We only use your personal information for the purposes for which it was collected and, where relevant, to meet local legal obligations. We use your personal data for the following purposes:

- **Performance of Agreements with Customers.** For instance, we may use your personal information to contact you regarding an element of the Service that requires your input.
- **Customer engagement and communication.** To communicate with you via email or other electronic media, for instance on service issues, invoices, renewals, etc. Other instances where we engage with you include confirming the purchase of a product, resolving complaints, and asking you to take part in one of our product surveys.
- **Marketing by GTMH.** To send you information about our other products and services that may be of interest to you. This does not include mass-marketing communications; rather, it is targeted at your organization. You have the right at any time to stop us from contacting you for marketing-related purposes. To do so, send an email to [LegalNotices@gettomarkethealth.net](mailto:LegalNotices@gettomarkethealth.net).
- **Legal obligations.** To meet our legal obligations. For example, complying with requests from competent authorities, performing our administrative obligations, and meeting our obligations in legal disputes.
- **Maintenance, development, and incident management.** To address issues that you may have with a service, and for administrative purposes during routine maintenance tasks.
- **General business process execution, internal management, and management reporting.** To be able to run our business. This includes using your information for accounting, legal, and other administration related purposes, management reporting, billing and collection, and use in relation to audits.

## With whom do we share your personal data?

We only share your personal data with third parties that perform services for GTMH. We do not permit third parties to use your personal information for any other purposes. We do not permit any third party to use your personal information for their own direct marketing purposes.

We share your information:

- To the extent necessary to operate our business, to provide you our products and services, to perform our Services and Agreement obligations, to complete any related transactions and collect related payments, to provide customer care, and to communicate with you in connection with our products and services.
- Where you gave us explicit consent to do so.
- As required by regulatory authorities.
- If we are legitimately requested or obliged to do so pursuant to law enforcement, e.g., for investigation of illegal activities.
- To enforce Agreements, for instance in cases where you have not paid for your

service/ product, we may share your information with a debt collecting agency.

- To enforce our rights towards third parties, or to defend ourselves against any third-party claims or allegations.
- To protect the security, integrity, or safety of our services.

We may also disclose or transfer your personal information in connection with a re-organization, merger, consolidation, joint venture, or other business change involving the sale or disposition of GTMH or any of its offices or divisions.

## Where is your personal data stored?

Your personal data is stored on servers in the United States. Personal information collected by our offices in the United States will be used by staff located in the United States. This personal information will be used and stored on hardware owned and controlled by GTMH. Personal information may be communicated via Microsoft 365, Microsoft Teams, and our Customers' preferred communication platforms. Personal information in electronic form will only be communicated via VPN.

We employ reasonable means to protect your personal information once received, but GTMH does not guarantee that personal information you send to us over the internet will not be lost, stolen, modified, or otherwise misused by unauthorized persons.

If you wish to receive more information regarding the safeguards we have implemented, please contact us at [Privacy@gettomarkethealth.net](mailto:Privacy@gettomarkethealth.net).

## How long do we keep your personal data?

We will retain your personal information only for as long as is necessary for the purposes for which the information was collected, or as long as is required pursuant to law.

If you discontinue using GTMH Services, a portion of the record of your personal information will also be retained for the purposes of ensuring that we understand your contact preferences e.g. "Do not contact me."

Data may be retained longer in cases where it is used in relation to a legal claim or is used in relation to a valid legal process.

## Lawful basis for data use

We only collect and use your personal data when there is a lawful basis to do so. The lawful basis we rely on in this respect includes:

Contract	Where the use is necessary to perform your Agreement with GTMH.
Legitimate interest	for example. i) A legitimate commercial interest to use certain of your personal data for running our business. ii) If there is a legitimate interest from business or security perspective, e.g., to prevent fraud or abuse of our Services.
Legal obligation	The use necessary to comply with a legal obligation, e.g., the legal obligation to share certain data on a police order for criminal investigation purposes.
Public interest task	The use necessary to assist in tasks in the public interest.

Consent	Where you give us explicit consent to use the data concerned, for example, if applicable - to share your data with partners or other third parties for commercial purposes.
---------	---

## Your Rights, Questions, Concerns, and Complaints

If you have given your consent to the use of your personal data, you have the right to withdraw your consent at any time, by updating your preferences via our website or emailing [LegalNotices@gettomarkethealth.net](mailto:LegalNotices@gettomarkethealth.net). We will discontinue using your information upon receipt of your notice. However, any use prior to your notice remains a legitimate use based on a valid consent at the time. We will be under no obligation to reverse said use.

You may also contact us by email at [Privacy@gettomarkethealth.net](mailto:Privacy@gettomarkethealth.net) with any questions or comments about the way in which we use your personal information, to request a copy of the personal data that GTMH has collected from you that it retains in storage, to request corrections to your personal information, or to unsubscribe from mailing lists.

We will respond to your request within 30 days.

## Responsible Entity

**Get-To-Market Health, LLC**  
575 South Goddard Blvd.  
Unit 312  
King of Prussia, PA 19406  
[LegalNotices@gettomarkethealth.net](mailto:LegalNotices@gettomarkethealth.net)