

## **Integrity Implants Inc. Website Privacy Policy**

Your privacy is important to us. This Privacy Policy provides you with important information about our privacy practices as they relate to the information we collect and use online through websites and other online services that link to or refer to it, including the integrityimplants.com website (the “website”).

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

We collect the following data:

- Personal identification information (e.g., name, personal address, personal email address, personal phone/fax, personal web/internet address).
- Business and professional contact information (e.g., title, company name, hospital affiliation, business address, business email address, business phone/fax number).
- Employment and professional job or qualifications information.
- Online identifiers that correspond to your device(s) (e.g., personal IP address, cookies, RFID).
- Your browsing behavior on our website (e.g., the amount of time spent viewing our website, the links you click within our website, the services you register for, websites you visit before or after our website).
- Your browser type and operating system.
- Depending on your device settings, location information, such as your mobile device’s GPS signal or information about nearby wireless internet access points and cell towers.

### **How do we collect your data?**

You directly provide Integrity Implants with most of the data we collect. We collect data and process data when you:

- Voluntarily register or complete a form on our website (e.g., requesting more information from us, completing a survey, providing feedback).
- Use or view our website.
- Open and/or forward Integrity Implants emails to you.
- Connect to offers or links in Integrity emails.

We also process some information automatically, such as through cookies, web beacons, and other similar technologies, along with the information collected from such technologies. By using our website, you are consenting to our use of cookies, web beacons, and other tracking technologies as described in this Privacy Policy. If you are a U.S. user, [click here](#) for information about “Do Not Track” signals and similar mechanisms.

*Cookies* – A cookie is a small file that may be stored on your computer or other device. A cookie enables the entity that put the cookie on your device to recognize it across different websites, services, devices, and browsing sessions. When you use a web browser to access our website, you may configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is sent. Click the “Help” menu of your browser to learn more about how to change your cookie preferences. The

operating system of your device may contain additional controls for cookies. Please note that disabling cookies may affect your ability to access and use certain features on our website.

*Web Beacons* – Web beacons and similar technologies are small bits of code, which are embedded in web pages, ads, and email, that communicate with third parties. We may use web beacons, for example, to count the number of users who have visited a particular web page, to deliver or communicate with cookies, and to understand usage patterns. We also may include web beacons in emails to understand whether messages have been opened, acted on, or forwarded.

*Other Technologies* – There are other local storage and internet technologies, such as local shared objects (also referred to as “Flash cookies”) and HTML5 local storage, that operate similarly to the cookies discussed above in that they are stored on your device and can be used to store certain information about your activities and preferences across different services and sessions. Please note that these technologies are distinct from cookies, and you may not be able to control them using standard browser tools and settings. For information about disabling or deleting information contained in Flash cookies, please visit the [Flash website](#) operated by Adobe.

## **How will we use your data?**

We collect and process your data so that we can:

- Communicate with you about our products and respond to your requests for information.
- Provide you access to our online resources (e.g., informational videos about our products) and manage your online account.
- Email you with special offers on other products and services we think you might like.
- Enter into or perform a contract with you.
- Conduct business and market research.
- Analyze your website usage including the date and time of your website session, geographic location, how you have navigated the website, and other information collected through our web beacons, cookies, third-party and digital advertising, Google Analytics®, and social media plugins. This information is collected for our legitimate business purposes.
- Comply with legal or regulatory obligations (e.g., adverse event reporting, exercising or defending legal claims, financial disclosure reporting).
- Facilitate the administration of other legal and business processes that are in our legitimate interest, inclusive of company record retention, safeguarding our physical and electronic workplace, and website management.

We may also use your data in other ways with your consent.

## **How and with whom may we share your data?**

Integrity Implants may disclose your information in the following circumstances:

*Affiliates* – We may share information within Integrity Implants among our various businesses and affiliated companies, including, for example, to provide you with product and service improvements.

*Service Providers* – We rely on third-party service providers to perform a variety of contractual services on our behalf. To do so, we may need to share your information with them. For example, we may rely on service providers to fulfill our product and service requests, answer your questions, send emails on our behalf, and analyze data to improve our products and services.

*Other Parties When Required by Law or as Necessary to Protect Our Services* – There may be instances when we disclose your information to other parties:

- To comply with the law or respond to legal process or a request for cooperation by a government entity.
- To prevent fraud or verify and enforce compliance with the policies governing our products and services.
- Where permitted by law, to protect the rights, property, or safety of Integrity Implants, or any of our respective affiliates, business partners, customers, or employees.

*Other Parties In Connection With A Corporate Transaction* – We may disclose your information to a third party in the event we sell or transfer all or a portion of a business or our assets to a third party, such as in connection with a merger or in the event of a bankruptcy reorganization or liquidation. In certain jurisdictions, consent is required for this sharing of information. We will collect your consent when required by applicable law.

*Other Parties with Your Consent at Your Direction* – In addition to the disclosures described in this Privacy Policy, we may share information about you with third parties when you consent to or request such sharing.

*Aggregated and Non-Personal Information* – We also may share data in a manner that does not identify you (for example, information that has been aggregated with other records) for general business purposes. For example, we may disclose the number of visitors to our website.

## **How do we store your data?**

We have procedures in place to safeguard your information, including technical, administrative, and physical procedures intended to keep your information secure. However, please note that although we take reasonable steps to protect your information, no website, internet transmission, computer system, or wireless connection is completely secure.

In addition, we take steps to retain personal information about you only for so long as is necessary for the purpose for which it was collected, as required under contract, or as required by or permissible under applicable law.

### *International Transfer of Data*

We and our service providers may collect, transfer, store, and process your information outside of your country of residence, including in the United States. Please note that other countries' data protection and other laws may not be as comprehensive as those in your country. In accordance with applicable law, we implement measures such as standard data protection clauses to ensure that any transferred personal

information remains protected and secure. You may obtain further information about these measures by contacting us as described below.

## **What are your data protection rights?**

We would like to make sure you are fully aware of all of your data protection rights. In addition to any other legal rights, depending on the applicable jurisdiction you may be entitled to the following:

*The right to know and access:* the right to know what types and specific pieces of your personal data that we have collected, used, shared, or sold. You also have the right to request copies of your personal data that we have collected and stored. We may charge you a small fee for this service.

*The right to rectification:* the right to request that we correct any information you believe is inaccurate. You also have the right to request that we complete the information you believe is incomplete.

*The right to erasure:* the right to request that we erase your personal data, under certain conditions.

*The right to restrict and/or object to processing:* the right to request that we restrict the processing of your personal data, under certain conditions. You also have the right to object to our processing of your personal data, under certain conditions. This includes the right to opt out of the sale of your personal data.

*The right to non-discrimination:* the right to non-discrimination in terms of price and services.

*The right to data portability:* the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you would like to exercise any of these rights, please contact us via email at [privacy@integrityimplants.com](mailto:privacy@integrityimplants.com) or write to us at the following address:

Integrity Implants Inc.  
Attn: Data Protection Officer  
354 Hiatt Drive, Suite 100  
Palm Beach Gardens, Florida 33418

## **Collection of information from children**

This website is not intended for or designed for individuals under the age of 18. We do not knowingly collect data from any person under the age of 18.

## **How to contact us**

If you have any questions about our Privacy Policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us: [privacy@integrityimplants.com](mailto:privacy@integrityimplants.com)

Call us: 1.561.529.3861

Write to us: Integrity Implants Inc.  
Attn: Data Protection Officer  
354 Hiatt Drive, Suite 100  
Palm Beach Gardens, Florida 33418

## **How to submit a complaint**

If you wish to raise a complaint on how we have handled your data, you can contact our Data Protection Officer via any method listed above.

If you are not satisfied with our response or believe we are not processing your data in accordance with the law, you can register a complaint with a relevant regulatory authority (e.g., a data protection authority or attorney general).

*Last Updated: June 2020*