

## Pharmlytix™ Privacy Policy

**Effective Date:** October 14<sup>th</sup> 2025

Pharmlytix™ (“we,” “our,” or “us”) values your privacy and is committed to protecting the information you share with us.

This Privacy Policy describes how we collect, use, disclose, and safeguard your information when you visit **www.pharmlytix.ai** (the “Site”) and interact with our services.

Please read this policy carefully. By accessing or using our Site, you agree to the terms outlined below.

### 1. Scope of This Policy

This Privacy Policy applies only to the public-facing website located at **www.pharmlytix.ai**, which provides information about Pharmlytix’s products, educational resources, and contact options.

If you access or use our secure clinical decision support platform at app.pharmlytix.ai, your use of that platform is governed by a separate **Pharmlytix™ HIPAA Privacy & Security Notice** and corresponding **Business Associate Agreement (BAA)**, which describe how Protected Health Information (PHI) is handled under HIPAA and HITECH.

The public website does **not** collect or process PHI and should **not** be used to submit patient-identifiable information.

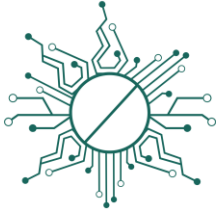
### 2. About Pharmlytix™

Pharmlytix™ is an AI-enhanced clinical decision support platform that assists consultant pharmacists and healthcare providers in optimizing medication therapy for older adults. The Site provides general information about our company, products, partnerships, and educational content for healthcare professionals.

### 3. Information We Collect

#### A. Information You Provide Voluntarily

When you use our Site, you may choose to share:



- **Contact details** such as your name, email address, phone number, and organization.
- **Professional information** such as your title or facility name when requesting demos or information.
- **Messages or support requests** submitted through contact forms or email.
- **Payment details** only if purchasing a subscription or related service directly through the Site (handled via secure, compliant third-party processors).

## **B. Information Automatically Collected**

When you visit our Site, we may automatically collect limited, non-identifiable information such as:

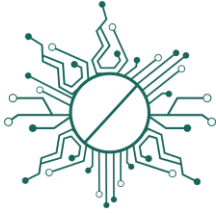
- IP address, browser type, and operating system
- Device identifiers and session activity (e.g., pages visited, time spent)
- Referring URLs and general location (city, state)
- Cookies or similar technologies used for analytics and site performance

We do **not** use cookies for behavioral advertising or cross-site tracking.

## **4. How We Use Information**

We use collected data for the following legitimate purposes:

- To operate, maintain, and improve our website and user experience
- To respond to inquiries, demo requests, and customer support needs
- To send educational or promotional content (only if you opt in)
- To analyze website usage and performance
- To protect against fraudulent or unauthorized activity
- To comply with legal, regulatory, and contractual obligations



We do **not** sell, rent, or share your personal information for marketing or commercial purposes.

## 5. Protected Health Information (PHI)

The public website **does not** collect or process PHI.

All clinical and resident data processed within the Pharmlytix™ platform is handled exclusively within the secure **app.pharmlytix.ai** environment, which operates under HIPAA/HITECH compliance with encryption, access controls, and BAAs in place.

If you are a covered entity or business associate, please refer to the **Pharmlytix™ HIPAA Privacy & Security Notice** for details on how PHI is protected.

## 6. Data Sharing and Disclosure

We may share information with trusted partners under strict confidentiality agreements:

- **Service Providers:** Hosting, analytics, email, and technical support vendors assisting in site operations.
- **Legal Compliance:** When required by law, court order, or government request.
- **Business Transfers:** In the event of a merger, acquisition, or reorganization, subject to continued protection of data under this Policy.

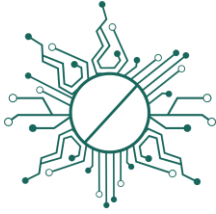
We do not disclose personal or aggregate data to advertisers, data brokers, or unrelated third parties.

## 7. Data Retention

We retain personal information only as long as necessary to:

- Respond to inquiries or provide requested services
- Comply with contractual and legal obligations
- Maintain security and business continuity

Data is securely deleted or anonymized when it is no longer required for these purposes.



## 8. Security Measures

We implement administrative, technical, and physical safeguards to protect data, including:

- HTTPS encryption for all web traffic
- Secure cloud hosting with access controls
- Regular security reviews and audits
- Limited access to authorized personnel only

Despite these measures, no system can be completely secure. You are responsible for maintaining the confidentiality of your own credentials and for ensuring secure use of your own systems.

## 9. Your Rights and Choices

You may have rights under applicable privacy laws to:

- Access or request a copy of your personal information
- Request correction or deletion of inaccurate data
- Opt out of non-essential communications

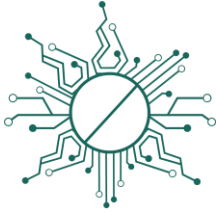
To exercise these rights, contact us at [accounts@pharmlytix.ai](mailto:accounts@pharmlytix.ai).

We will respond in accordance with applicable privacy regulations.

## 10. Cookies and Analytics

We use cookies solely for essential functionality and aggregated analytics (e.g., Google Analytics). These cookies help us understand how visitors use the Site so we can improve its design and performance.

You can control or delete cookies through your browser settings. Disabling cookies may limit certain features of the Site.



## **11. Children's Privacy**

Pharmlytix's Site and Services are designed for professional and institutional audiences. We do not knowingly collect or solicit personal information from anyone under 18 years of age. If you believe a minor has provided information, please contact us for prompt deletion.

## **12. Third-Party Links**

Our Site may contain links to external websites or services not operated by Pharmlytix™. We are not responsible for the privacy or content of those third-party sites. We recommend reviewing their privacy policies before providing personal information.

## **13. Updates to This Policy**

We may update this Privacy Policy periodically to reflect changes in our practices or applicable laws.

The revised version will be posted on this page with an updated "Effective Date."

Your continued use of the Site after such changes constitutes acceptance of the updated policy.

## **14. Contact Us**

If you have questions or concerns regarding this Privacy Policy, please contact:

**Pharmlytix Privacy Officer**

Email: [accounts@pharmlytix.ai](mailto:accounts@pharmlytix.ai)

Website: <https://www.pharmlytix.ai>

Address: 4351 W Tischer Rd, Duluth, MN 55803