

Maternal Newborn Health Innovations General Privacy Statement

Privacy Statement Introduction

The following General Privacy Statement applies globally, and may be supplemented and superseded in certain regions of the world by regional statements or notices (including, without limitation, the Data Protection Notice for Europe set forth below).

Maternal Newborn Health Innovations (MNHI) innovates to help caregivers throughout the world reduce avoidable pain, harm and mortality to mothers and newborns during childbirth. In doing so, we collect, process and use personal information. We collect and use information from customers, healthcare professionals, patients, business partners and other external parties with whom we interact. MNHI takes data privacy seriously and we believe that carrying out our business activities in compliance with applicable privacy and data protection laws is fundamental to our business success. This external privacy statement ("Privacy Statement") describes our practices in connection with information that we or our service providers collect through our (or their) websites, applications, and other sources (such as MNHI partner websites and/or applications).

We may change this Privacy Statement from time to time, including as required to keep current with rules and regulations, new technologies and security standards. When we do, we will post the change(s) on our website.

Definitions

"Aggregated Data" means demographics, interests and behavior based on Personal Data and other information provided to us, which is compiled and analyzed on an aggregate and anonymous basis.

"Personal Data" means all information which is related to an identified or identifiable individual, including, by way of example, the individual's name and e-mail address, and User Data.

"Public Information" means both information that is generally available to the public and information posted to any public areas of our website, such as bulletin boards, chat rooms and comment areas.

"User Data" means information we automatically collect from you in connection with your use of our website such as information about the type of device you are using, as well as your unique mobile device ID, internet protocol (IP) address or online identifiers, which are numbers that can uniquely identify a specific computer or other network device on the internet.

What Information Do We Collect

Information That You Give Us: We collect Personal Data such as your name, title, date of birth, company name, work contact information, e-mail or mailing address from you when you voluntarily choose to register for or use certain MNHI products or services. We use the Personal Data that we collect in an effort to provide you with a superior experience and to improve and market MNHI products and services or to comply with legal obligations, including mandatory reporting obligations to public health authorities if applicable.

We may combine your information with data gathered from other sources. For instance, if incorrect postal codes are received, we may use third party software to correct them. We also may collect e-mail or other addresses from prospect lists of other companies, for example, in connection with a joint marketing effort. When we do so, (1) we expect those third party companies to have obtained all e-mail and other addresses in accordance with applicable law; and (2) we

provide a means for recipients of MNHI communications to opt-out of further communications from us. In addition, we may ask you for Personal Data if you enter an educational program or other event sponsored by MNHI. When you contact MNHI we may keep a record of that correspondence and may occasionally ask you to complete surveys for sales and research purposes.

Information That We Get from the Following Other Sources

- Publicly available sources
- Customers, including healthcare providers and insurance providers
- MNHI partners
- Other information:
 - *Device and Other Information:* When you interact with MNHI through our website, we may receive and store certain "User Data." That User Data is collected passively using various technologies, and MNHI may store that User Data itself or it may be stored in databases owned and maintained by MNHI's affiliates, agents or service providers.
 - Our website will use de-identified User Data together with data provided by other parties and pool it with other information to track, for example, the total number of visitors to our website, the number of visitors to each page of our website, the keywords visitors used to find our website and the domain names of our visitors' internet service providers. We also may disclose de-identified User Data in order to describe our services to current and prospective business partners, and to other third parties for other lawful purposes. It is important to note that no Personal Data is available or used in this process.
 - *Aggregated Data:* In an ongoing effort to better understand and serve our users, MNHI may conduct research on Aggregated Data. MNHI may share this Aggregated Data with government agencies, its affiliates, agents and business partners. This aggregated information does not identify you personally. MNHI also may disclose Aggregated Data in order to describe our services to current and prospective business partners, and to other third parties for other lawful purposes.
 - *Cookies:* In operating our website, we may use a technology called "cookies." A cookie is a piece of information that the computer that hosts our website gives to your computer (actually to your browser) when you access our website. Our cookies help provide additional functionality to our website and allow us to analyze website usage more accurately. For instance, our website may set a cookie on your browser that eliminates any need for you to remember and then enter a password more than once during a visit to our website. On most web browsers, you will find a "help" section on the toolbar. Please refer to that help section for information on how to receive notification when you are receiving a new cookie and how you may turn cookies off. We recommend that you leave cookies turned on because they allow you to take advantage of some of our website's features. You are also welcome to select your specific cookie preferences by visiting the Cookies settings when accessing our website and selecting the type of cookies to which you give or withdraw your consent. To learn more about our use of cookies, please read our Cookies Policy.
 - *Analytics:* We may use third-party service providers, such as Google Analytics or other similar providers, which use cookies and other tracking technologies, to help analyze how you use our website and to improve our website and our services. The information collected about your interactions with our website are used to assess how often you visit our website, what pages you view when you visit our website and what other websites you have visited before coming to our website. Google may also transfer this information to third parties where required to do so by law, or where those third parties process the information on Google's behalf. For more information on Google's privacy practices for Google Analytics, please visit <https://support.google.com/analytics/answer/6004245> and "How Google uses data when you use our partners' sites or apps" located at www.google.com/policies/privacy/partners.
 - Besides Google Analytics, we may use a number of technologies offered by different providers to support website analytics and user tracking. If you wish to prevent or control the use of those technologies by third parties, you may do so by changing your privacy settings directly with those third parties.
 - We may also use web beacons on our website, in our emails and in our advertisements. Web beacons are tiny graphic images that are used to collect information about your visit to our website, such as the pages

you view and the features you use, as well as information about whether you open and/or act upon one of our emails and ads. Web beacons help us analyze our website visitors' behavior and measure the effectiveness of our website. We may work with service providers that help us track, collect and analyze this information.

- We may maintain MNHI pages in social networks such as Facebook, LinkedIn, Twitter, and YouTube to share news about MNHI products and services and interact with individuals.
- Our website may incorporate social plug-ins, which are buttons from those social media networks. If you click on a button to any one of those social networks from our website, you are agreeing to share the following additional data to those third party networks: IP address, browser information, operating system, screen resolution, installed browser plug-ins like Adobe Flash Player, and previous website information.

Interest-Based Advertising

We may use third-party advertising companies that use tracking technologies to serve our advertisements across the Internet. These companies may collect information about your visits to our website and other websites and your interaction with our advertising and other communications. These advertising companies serve ads on behalf of us and others on non-affiliated sites, and some of those ads may be personalized, meaning that they are intended to be relevant to you based on information collected about your visits to our website and elsewhere over time. Other companies may also use such technology to advertise on our website.

You have the choice to tell us not to collect and use this information. If you would like more information about this practice and to know your choices concerning interest-based ads, visit:

- WebChoices: Digital Advertising Alliance's Consumer Choice Tool for Web US (aboutads.info)
- <http://www.networkadvertising.org/choices/>
- www.aboutads.info/choices

Transfer of Your Data Abroad

By visiting our website, you consent to the collection and processing of your Personal Data in accordance with this Privacy Statement and applicable laws, and to the storage of such data on servers of MNHI and the affiliates, agents and service providers referred to herein located in the U.S. and in other countries, as applicable. If you access this website from a country outside the U.S., you do so with the understanding that, due to the nature of the Internet, your communications will inevitably result in the transfer of your Personal Data across international borders. By visiting our website you expressly consent to the collection and transfer of your Personal Data to the U.S. and to the processing of your data by MNHI and third parties in accordance with this Privacy Statement.

What Are Your Choices

Besides the data that we automatically collect when you visit our website, you can use our website without providing your Personal Data, although doing so may limit your ability to obtain certain information or to use other valuable MNHI services, including, for example, informational newsletters and responses to specific inquiries you may have. Where no Personal Data is legally required or is necessary for a particular service (for example, to contact you in response to your request), the use of a pseudonym is accepted.

We keep your Personal Data only for as long as reasonably necessary for the purposes for which it was collected or to comply with any applicable legal reporting or document retention requirements. Personal Data that is no longer required to fulfill the identified purposes will be destroyed, erased or made de-identified. We will take reasonable steps to update, correct or, upon your request, delete your Personal Data in our possession that you have previously submitted via our website. In order to request an update with respect to your Personal Data, please contact us as provided on our website. If at any time you wish not to receive further communications, you may also follow the unsubscribe procedure included in our communication.

Access & Deletion

Depending on where you reside, applicable law may entitle you to additional consumer rights, including the right (with certain limitations and exceptions) to:

- Know the categories and/or specific pieces of Personal Data collected about you, including whether your Personal Data is sold or disclosed, and with whom your Personal Data was shared
- Access a copy of the Personal Data we retain about you
- Request deletion of your Personal Data

To guard against fraudulent requests for access and deletion, MNHI will require information that it determines is sufficient to allow it to confirm the identity of the person making the request before granting access or making corrections. MNHI will endeavor to provide the information in question within a reasonable time and may charge an appropriate cost (e.g., photocopying, mail charges) to the individual making the request, where permissible under applicable law. MNHI reserves the right not to change any Personal Data but will append alternative text the individual concerned believes is appropriate.

In addition, in certain circumstances, MNHI may decline to provide access to Personal Data, including where MNHI determines that the information requested:

- (a) May disclose:
 - i. The Personal Data of another individual or of a deceased individual; or
 - ii. Trade secrets or other business confidential information;
- (b) Is subject to attorney-client or litigation privilege or a professional privilege or obligation;
- (c) Is not readily retrievable and the burden or cost of providing would be disproportionate to the nature or value of the information;
- (d) Does not exist, is not held, or cannot be found by MNHI;
- (e) Could reasonably result in serious harm to the treatment or recovery of the individual concerned, serious emotional harm to the individual or another individual, or serious bodily harm to another individual; or
- (f) May harm or interfere with law enforcement activities or other investigative or regulatory functions of a body authorized by statute to perform such functions.

Please note that although after receiving a request to update, correct or delete information, we will make reasonable efforts to effect such a change promptly, it is not always possible to complete the process before another communication is distributed. We apologize for any inconvenience this may cause. Even if you have requested removal of your Personal Data from our lists, MNHI reserves the right to retain it in our files in some limited circumstances such as when such Personal Data may be necessary to honor your request to opt out of further communications, resolve disputes, troubleshoot problems, or comply with applicable law. If MNHI is required to retain any portion of the Personal Data for such purposes, MNHI will use reasonable efforts to limit that retention of Personal Data to what is necessary to accomplish the particular purpose. Therefore, you should not expect that your Personal Data will be completely removed from our systems in response to your request.

MNHI will not respond to repetitious or vexatious requests for access. In determining whether a request is repetitious or vexatious, we will consider such factors such as the frequency with which information is updated, the purpose for which the information is used, and the nature of the information.

Right to Lodge Complaints

We are transparent about the ways in which we collect and use Personal Data, and welcome your questions and concerns. If you have any concern or complaint about the way we handle your Personal Data, please contact us as described on our website. To the extent you believe we have not addressed your concerns or otherwise choose to do

so, you have the right to lodge a complaint with an authority in the state or country where you reside or the US Federal Trade Commission regarding your concerns. For more information, please see <https://www.ftc.gov/faq/consumer-protection/submit-consumer-complaint-ftc>.

How We Use Your Personal Data and Other Information

MNHI uses the Personal Data you provide for our business purposes in a manner that is consistent with this Privacy Statement.

- If you provide Personal Data for a certain reason, that Personal Data will be available to us for use in connection with the reason for which it was provided or for a consistent purpose, including, if applicable, processing an order placed by you or informing you that the product is no longer available. For instance, if you contact us by e-mail, we may use the Personal Data you provide to respond to you; or if you contact us about a job listing, the information you provide to us may be used to consider you for the position. We may also combine Personal Data that you have provided to us with information obtained by us from other parties.
- MNHI and its affiliates may use your Personal Data and other information collected through your use of MNHI services, for collection, review and analysis necessary to meet its reporting obligations, such as mandatory reporting obligations to public health authorities, if applicable.
- MNHI and its affiliates also may use your Personal Data, User Data and other information collected through our website to help us improve the content and functionality of our website, to better understand our customers and markets, to improve our products and services and to effect and facilitate sales.
- MNHI and its affiliates may use this information to contact you, electronically, through telemarketing or otherwise, in the future to tell you about, and to offer for sale, products or services we believe will be of interest to you. If we do so, each communication we send you will contain instructions permitting you to "opt out" of receiving future communications.
- In some instances, we contract with outside parties to collect and maintain our information collection servers and to perform technology and related services. We seek to provide any such third parties with only the information they need to perform their specific function and we require them to protect your Personal Data in accordance with this Privacy Statement.

If at any time you wish not to receive any future communications or to have your name deleted from our mailing lists, you may follow the "unsubscribe" procedure included with our communication or e-mail or contact us as described on our website.

Do Not Track

Do Not Track ("DNT") is a privacy preference that users can set in some web browsers, allowing users to opt out of tracking by websites and online services. At the present time, the World Wide Web Consortium (W3C) has not yet established universal standards for recognizable DNT signals and therefore, our website does not recognize DNT.

Do We Share the Information that We Receive?

MNHI considers your information to be a vital part of our relationship with you. MNHI will share information including Personal Data with its subsidiaries and affiliates that have also agreed to be bound by this Privacy Statement. In addition, MNHI, like many businesses, sometimes hires other companies to perform certain business-related functions. Examples include mailing information, maintaining databases and processing payments. When we retain another non-affiliated company to perform a function of this nature, we seek to provide them with only the information that they need to perform their specific functions, and we require them to protect your Personal Data in accordance with this Privacy Statement and MNHI's other contractual or legal restrictions.

There are also a limited number of circumstances in which we may share your Personal Data and other information in our possession with certain additional third parties without further notice to you, as set forth below.

Legal Requirements

MNHI may disclose your Personal Data, User Data and other information if required to do so by law or in the good faith belief that such action is necessary to (a) comply with a legal obligation, (b) protect and defend the rights or property of MNHI or its affiliates, (c) act in urgent circumstances to protect the personal safety of users of our website or the public, or (d) protect against legal liability. Please note that compliance with a legal obligation is not limited to compliance with court orders or other legal processes specifically related to this Privacy Statement. MNHI may also disclose Personal Data, including health-related data, to meet its obligations under FDA and other governmental agency regulations and state, federal, national, local and other laws where applicable.

Business Transfers, Combinations and Related Activities

As we develop our business, we might sell, buy, restructure or reorganize businesses or assets. In the event of any sale, merger, reorganization, restructuring, dissolution or similar event involving our business or assets, Personal Data may be part of the transferred assets.

MNHI is the parent company of an international group of companies. In light of this fact, we may, from time to time, transfer your Personal Data to one of our databases in another country.

Public and Unsolicited Information

The protections set out in this Privacy Statement do not apply to Public Information you provide to MNHI through our website or through any other means. If you include Personal Data in Public Information, we will use that Personal Data only as provided herein, but we caution you that, because such information (including your Personal Data) was made available in a forum accessible by the public, the use and disclosure of information by others accessing our website is not monitored or controlled in any way by MNHI - nor are their activities governed by this Privacy Statement.

Please note that, as set forth above, this Privacy Statement does not apply to the providing or use of certain Personal Data other than through our website or in connection with MNHI services that reference the Privacy Statement on our website. It does not apply to the use of Personal Data of past or present employees of, or consultants engaged by, MNHI and/or its subsidiaries, for employment or benefits administration purposes, both of which are governed by MNHI policies designed for those respective purposes.

Links to Other Websites

Our website and other MNHI services may frame or contain references or links to other MNHI websites as well as other websites and applications which are not operated or controlled by MNHI (the "Third Party Sites"). None of the Third Party Sites are governed by the policies and procedures we describe here. Links and references from this Site to Third Party Sites do not imply MNHI's review or endorsement of the Third Party Sites. We suggest that you contact those sites directly for information on their privacy, security, data collection and distribution policies.

Security

MNHI takes reasonable steps to protect any Personal Data you provide to us and to protect such information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. Unless otherwise stated on the relevant page of our website or through another means of communication, MNHI uses general security standards but has not taken additional action to secure data provided to its sites or from its applications, and such transmissions are subject to normal Internet security risks. As noted, no Internet or e-mail transmission is ever fully secure or error free. In particular, e-mail sent to or from our website may not be secure, and you should therefore take special care in deciding what information you send to us or to MNHI's partners. Please keep this in mind when disclosing any Personal Data to MNHI or to any other party via the Internet. Moreover, when you use passwords, ID numbers, or other special access features on our website, it is your responsibility to safeguard them.

Maternal Newborn Health Innovations Data Protection Notice for Europe

Maternal Newborn Health Innovations (MNHI) innovates to help caregivers throughout the world reduce avoidable pain, harm and mortality to mothers and newborns during childbirth. In doing so, we collect, process and use personal information. We collect and use information from customers, healthcare professionals, patients, business partners and other external parties with whom we interact. MNHI takes data privacy seriously and believes that carrying out our business activities in compliance with applicable data protection laws and in accordance with sustainable corporate governance is fundamental to our business success.

This Data Protection Notice for Europe (“Notice”) explains our practices as the responsible controller in relation to the collection, processing and use of personal data of individuals with whom MNHI interacts who are located in the European Economic Area, Switzerland or the United Kingdom (or to whom EU or UK data protection law otherwise applies). Such individuals may include healthcare professionals, procurement staff, technical or support staff and other staff members, as well as business contacts at hospitals, companies, institutions, purchasing organizations, distributors, wholesalers, agents and other intermediaries. If you fall into one of those categories, this Notice will help you understand what data MNHI may collect about you, how MNHI uses and safeguards that data, and with whom we may share it. This Notice supersedes MNHI’s General Privacy Statement.

We may change this Notice periodically, so we encourage you to review it from time to time.

Summary of the Notice

What categories of personal data does MNHI collect about me and why?

MNHI will collect, process and use your personal data for a range of different purposes. For example:

What is personal data?

- identification data
- professional data
- product data
- communication details

Why?

- to deliver products and services to you
- to provide customer service
- to provide marketing and customer relationship activities for product/service development and improvement
- to interact with you in relation to services or advice you provide to us for security and fraud prevention activities
- to comply with legal obligations

It's important to know that MNHI does not collect any sensitive personal data about you.

Who might MNHI share my personal data with?

MNHI may share your personal data within the MNHI corporate group, our service providers and business partners, and, in accordance with applicable law, governmental authorities, courts, external advisors, and similar third parties.

How long will MNHI keep my personal data for?

Your personal data is stored for as long as necessary to achieve the purposes for which the personal data is collected, in accordance with applicable data protection laws.

What rights do I have in respect of my personal data?

You have a number of rights in relation to your data. These include a right to access, correct and erase your data, to object to certain types of processing activities as well as more technical rights to restrict the way we process it, and to transmit your data as part of data portability. Your rights are important, and we've set them out in more detail below.

Who can I contact if I have questions?

If you have concerns or questions regarding your personal data, please let us know. Our contact details are included on our website.

Full Notice

Categories of Personal Data

MNHI may collect, process and use the following categories of personal data about you which have been obtained either from you or from certain third parties (e.g. your employer or the healthcare institution you work for, or other business contacts) (collectively, personal data):

- identification data, such as full name, academic title, business contact details;
- professional data, such as business name and type (e.g. the healthcare institution you work for), business website, area of expertise, job title and description, department, professional experience;
- product data, such as the types of products and services used or purchased by you or your employer and related data;
- communication and interaction details, such as customer service requests, correspondence, notes of calls or meetings, and other customer care or technical service interactions;
- training data, such as details of product or clinical training received; and
- financial or payment data (in limited cases only), such as bank account numbers and dates and amounts of payments made or received.

Processing purposes and legal grounds for processing

Personal data is collected, processed, and used for the following purposes (collectively, processing purposes). Furthermore, MNHI relies on the following legal grounds for the collection, processing, and use of personal data. With respect to data subjects located in the United Kingdom, references in the following table to articles of GDPR shall be deemed references to the corresponding articles in the UK Data Protection Act 2018.

<u>Processing purposes</u>	<u>Categories of Personal Data Involved</u>	<u>Legal Basis</u>
Delivering products and services, including product support services.	Identification data; product data; communication details.	The processing is necessary for the purposes of the legitimate interests pursued by MNHI (Art. 6(1)(f) GDPR) - legitimate interests are stated in the first column.
Providing customer service and engaging in other communication with customers.	Identification data; product data; communication details.	The processing is necessary for the purposes of the legitimate interests pursued by MNHI (Art. 6(1)(f) GDPR) - legitimate interests are stated in the first column.
Marketing and customer relationship activities, which may include profiling or categorization of your potential interests in MNHI products and services for tailored marketing.	Identification data; professional data; product data; communication details.	<p>The data subject has given consent to the processing of his or her personal data (Art. 6(1)(a) GDPR).</p> <p>The processing is necessary for the purposes of the legitimate interests pursued by MNHI (Art. 6(1)(f) GDPR) - legitimate interests are stated in the first column.</p>
Product/service development and improvement of quality and functionality of products and services.	Product data.	The processing is necessary for the purposes of the legitimate interests pursued by MNHI (Art. 6(1)(f) GDPR) - legitimate interests are stated in the first column.
Training records of clinical and other staff	Identification data; professional data; training data.	The processing is necessary for the purposes of the legitimate interests pursued by MNHI (Art. 6(1)(f) GDPR) - legitimate interests are stated in the first column.
Security and fraud prevention activities such as prevention of fraud, misuse of IT systems, or money laundering, physical security, IT and network security, or internal investigations.	Identification data; professional data; communication details; product data; financial or payment data.	<p>The processing is necessary for compliance with a legal obligation to which MNHI is subject (Art. 6(1)(c) GDPR).</p> <p>The processing is necessary for the purposes of the legitimate interests pursued by MNHI (Art. 6(1)(f) GDPR) - legitimate interests are stated in the first column.</p>
Complying with legal obligations or standards, responding to and complying with requests and legal demands from regulators or other authorities in or outside of your home country, compliance with transparency laws governing interactions with healthcare professionals and equivalent laws and regulations, industry standards and	Identification data; professional data; product data; communication details; financial or payment data.	<p>The processing is necessary for the purposes of the legitimate interests pursued by MNHI (Art. 6(1)(f) GDPR) - as stated in the first column.</p> <p>The processing is necessary for compliance with a legal obligation to which MNHI is subject (Art. 6(1)(c) GDPR).</p>

codes such as the MedTech Europe Code of Ethical Business Practice, details of training given to distributors and other intermediaries relating to compliance.

The provision of personal data as described in this Notice is necessary for the processing purposes described above. While the provision of your personal data is generally voluntary, you may not be able to benefit from the processing purposes if you do not provide the personal data.

Categories of Recipients

You should expect that we will transfer your personal data to third parties for the processing purposes as follows:

- Within MNHI: Maternal Newborn Health Innovations, PBC, in the USA, and each MNHI affiliate may receive your personal data as necessary for the processing purposes.
- With certain acquiring or acquired entities: If MNHI is sold or transferred in whole or in part, or if another entity is being acquired by or integrated into MNHI (or any similar transaction is being contemplated), your personal data may be transferred to the other entity prior to or after the transaction, subject to any rights provided by applicable law, including in jurisdictions where the other entity is located.
- With data processors: Certain service providers, such as IT support, logistics and marketing providers, will receive your personal data to process such data under appropriate instructions (processors) as necessary for the processing purposes, in particular to provide IT and other administrative support, to assist with compliance with applicable laws, and for other activities. The processors will be subject to contractual obligations to implement appropriate technical and organizational security measures to safeguard your personal data, and to process the personal data only as instructed.
- With certain other third parties: Your personal data may need to be shared with professional advisors, regulators, governmental authorities and other similar bodies, for example where we have an obligation to be transparent about interactions we have with healthcare professionals or government officials in connection with our business.

Access to your personal data is generally restricted to those individuals that have a need to know or use that data in order to fulfill their job responsibilities.

International Transfers

You should expect that the recipients identified above which will receive or have access to your personal data may be located inside or outside the European Economic Area ("EEA").

- For recipients located outside the EEA, some are located in countries with adequacy decisions pursuant to Art. 45 GDPR, and, in each case, the transfer is thereby recognized as providing an adequate level of data protection from a European data protection law perspective.
- Other recipients might be located in countries which have not been recognized as providing an adequate level of protection from a European data protection law perspective. We will take all necessary measures to ensure that transfers out of the EEA are adequately protected as required by applicable data protection law.
 - With respect to data transfers to countries not providing an adequate level of data protection, we will base the transfer on appropriate safeguards, such as standard data protection clauses adopted by the European Commission or by a supervisory authority (Art. 46(2)(c) or (d) GDPR), approved codes of conduct together with binding and enforceable commitments of the recipient (Art. 46 (2)(e) GDPR), or approved certification

mechanisms together with binding and enforceable commitments of the recipient (Art. 46 (2)(f) GDPR). You can ask for a copy of such appropriate safeguards by contacting us.

- Data transfers to MNHI Affiliates is protected by standard data protection clauses adopted by the European Commission (Art. 46(2)(c) or (d) GDPR).
- Data transfers to processors which are not located in a country with an adequacy decision will typically also be protected by such standard data protection clauses.

Retention Period

Your personal data is stored for as long as is necessary to achieve the processing purposes for which the personal data is collected, in accordance with applicable data protection laws. When MNHI no longer needs to use your personal data for the purposes identified above, we will remove it from our systems and records and/or take steps to properly anonymize it so that you can no longer be identified from it (unless we need to keep your information to comply with legal or regulatory obligations). If we anonymize data, they no longer qualify as personal data and can no longer be attributed to you in which case we may use such data without further notice to you.

To determine the appropriate retention periods for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data, whether we can achieve those purposes through other means, and the applicable legal requirements.

Your Rights

Right to withdraw your consent: If, in accordance with applicable law, you have declared your consent regarding certain types of processing activities (in particular regarding the receipt of direct marketing communication via email, SMS/MMS, fax, and telephone), you can withdraw this consent at any time with respect to future processing by using the methods mentioned in the original or any related communication. Such a withdrawal will not affect the lawfulness of the processing prior to the consent withdrawal. You can also withdraw your consent by contacting us as set out below.

Additional data privacy rights: Pursuant to applicable data protection law, you have the right to: (i) request access to your personal data; (ii) request rectification of your personal data; (iii) request erasure of your personal data; (iv) request restriction of processing of your personal data; (v) request data portability; and/or (vi) object to the processing of your personal data. Below please find further information on your rights to the extent that the GDPR applies. Please note that these rights might be limited under the applicable local data protection law.

- **Right to request access to your personal data:** As provided by applicable data protection law, you have the right to obtain from us confirmation as to whether or not personal data concerning you is processed, and, where that is the case, to request access to the personal data. The access information includes – inter alia – the purposes of the processing, the categories of personal data concerned, and the recipients or categories of recipient to whom the personal data have been or will be disclosed. However, this is not an absolute right and the interests of other individuals may restrict your right of access.

You have the right to obtain a copy of the personal data undergoing processing free of charge. For further copies requested by you, we may charge a reasonable fee based on administrative costs.

- **Right to request rectification:** As provided by applicable data protection law, you have the right to obtain from us the rectification of inaccurate personal data concerning you. Depending on the purposes of the processing, you may have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

- **Right to request erasure (right to be forgotten):** As provided by applicable data protection law, you have the right to obtain from us the erasure of personal data concerning you and we may be obliged to erase such personal data.
- **Right to request restriction of processing:** As provided by applicable data protection law, you may have the right to obtain from us restrictions on the processing of your personal data. In this case, the respective data will be marked and may only be processed by us for certain purposes.
- **Right to request data portability:** As provided by applicable data protection law, you may – in cases where processing is based on consent or the performance of a contract, and the processing is carried out through automated means – have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format and you may have the right to transmit those data to another entity without hindrance from us.
- **Right to object:** Under certain circumstances, you have the right to object, on grounds relating to your particular situation, at any time to the processing of your personal data by us and in such circumstances we are required to cease processing your personal data. If you have a right to object and if you exercise this right, your personal data will no longer be processed for such purposes by us. Such a right to object may, in particular, not exist if the processing of your personal data is necessary to take steps prior to entering into a contract or to perform a contract already concluded.

You may exercise any of these rights by contacting us as set forth below.

You also have the right to lodge a complaint with the competent data protection supervisory authority in the relevant EU Member State (for example, the place where you live or work - contact details can be found here: https://edpb.europa.eu/about-edpb/board/members_en).

Questions and Contact Information

If you have any questions about this Notice, wish to contact MNHI's Data Protection manager, or if you wish to exercise your rights as mentioned above, please contact us at:

By email: support@mnhi.com

By mail:

Data Protection Manager
Maternal Newborn Health Innovations, PBC
160 Littleton Road, Suite 200
Parsippany, NJ 07054
United States of America

Changes to this Notice

We may update this Notice from time to time in response to changing legal, regulatory or operational requirements. We will notify you of any such changes, including when they will take effect, by updating the "Last revised" date below or as otherwise required by applicable law.

Last revised: July 10, 2023