



PRIVACY POLICY

Effective Date: September 1, 2020

ABOUT PROJECTORY

Projectory is a full-service commercialization, marketing and communications partner for medical technology companies. In addition to our core areas of expertise, Projectory offers SHINE™, a comprehensive clinical trial communications platform that provides interactive training, clinical resources, ongoing communications and dashboard analytics, customized to a targeted list of recipients such as physicians, researchers, and trial leadership teams. SHINE™ also offers an online training platform for learners that can assist in product launch training and market acceleration.

PURPOSE OF OUR PRIVACY POLICY

The overall purpose of this Privacy Policy is to outline the responsibilities and procedures that are in place to ensure the privacy and confidentiality of all personally identifiable data and sensitive information (“Personal Data”) provided to, or collected and processed by, Projectory.

Projectory limits the Personal Data we collect or process to clinical research staff and trial team members, whether they be from clinical institutions, clinical research associations, clinical monitoring organizations, sponsor personnel and/or future, prospective clients. We do not collect patient (trial subject) data other than site number and non-identifiable statistics related to trial activity such as number of patients screened, enrolled and treated per clinical site. This information is not identifiable to a patient and cannot be traced to identify a specific patient. In most cases Projectory acts as a Data Processor and not as a Data Controller and relies upon the Data Controller to determine the purposes for use of any Personal Data. As a Data Processor Projectory will follow the directions and purposes identified by the Data Controller.

Projectory complies with global privacy regulations including the General Data Protection Regulation (“GDPR”). Below you will find how our Privacy Policy pertains to clinical research team member and company staff Personal Data collection. Projectory is committed to protecting your privacy and the personal information received and processed by us.

PURPOSE FOR COLLECTION, PROCESSING, STORAGE, AND DISCLOSURE OF PERSONAL DATA

To fulfill the contractual performance obligations with our Client, Projectory may be required to collect, process, store and potentially disclose Personal Data. When acting as a Data Processor under the GDPR Projectory will rely upon the Client actions as a Data Controller to only collect Personal Data in accordance with a lawful ground as set forth in Article 6 of the GDPR. In most cases Projectory will rely upon Article 6 (b) as necessary for performance of a contract or Article 6 (f) for the legitimate interests of the Data Controller or Projectory. The lawful grounds and legitimate interests for processing of this Personal Data are outlined below:

- Establish, produce, create, distribute and maintain training materials and communications related to the clinical trial for which you are a current or prospective clinical trial team member
 - Collect Personal Data which may be used in newsletters, management updates, case studies, panel discussions, podium presentations, trial-related materials
 - Develop and distribute newsletters and other printed collateral
 - Provide trial status updates
 - Capture non-patient data clinical trial metrics for analysis, including charts/graphs/leaderboards
 - Send trial-related notifications and customized messages
 - Provide training content
 - Communicate training content requirements and course reminders
 - Provide certificates of course completion to Users
 - Monitor, send and distribute training records
 - Send meeting and calendar invitations, notices and reminders
 - Schedule meeting travel and logistics
 - Provide Company (Sponsor) updates, news and information
 - Provide information related to disease management and/or clinical news
 - Share best practices, tips, FAQs
 - Provide reference and educational materials
 - Provide access to SHINE™, a comprehensive clinical trial learning management system
- Where you have requested information from Projectory or one of Projectory's Partners
- Your personal contact information (name, email, phone, title, role, facility, facility address, time zone) are used to create a training record

WHAT DATA DO WE COLLECT AND HOW?

The Personal Data that we collect will depend on how you choose to interact with Projectory.

We will collect and process your information as described in this Privacy Policy and as permitted by applicable laws, including in circumstances where it is necessary: (i) to provide or fulfill services requested by or for you; (ii) for the performance of a contract to which you are a party or in order to fulfill obligations at the Client's request prior to entering into such a contract; (iii) for compliance with a legal obligation to which we are a subject; (iv) to pursue our legitimate interests; or (v) where you have given us your express consent.

The Personal Data you provide may be collected in the following ways:

1. Client/Sponsor provides Personal Data to Projectory
2. Client/Sponsor's third-party Partner or authorized agent provides Personal Data to Projectory
3. The User/Learner provides Personal Data information directly to Projectory in order to fulfill contract requirements

Personal Data Collection for Clinical Research Trials

If you participate in a clinical trial with Projectory or one of our Partners, Personal Data received and processed by us is necessary to fulfill the purpose of the clinical trial and contract obligations.

The Personal Data and related information we collect will be limited to the following:

- First and last name
- Email address
- Phone numbers (mobile and office)
- Fax numbers
- Facility / Institution where you work
- Facility address, including city, state/province, postal code and country
- Time zone
- Role in clinical trial
- Professional title
- Training Logs from face-to-face training sessions
- Clinical trial site number
- Additional site-specific information:
 - Status of site progress related to trial: SIV date, activation date, patient treated dates and duration
 - Trial statistics related to performance of your clinical trial team and research site, including numbers of patient screenings, enrollments, number of patients treated, randomizations and progress relative to site status and other clinical trial investigative teams

Where you request information about our services

If you request further information about our services, we require you to submit your full name, e-mail address, phone number, the name of your organization, role/title, address and the country in which you are based so we may send the material you have requested and provide future follow-up to your requests should you choose to receive them.

Where you register with us and/or request services

If you register with Projectory, or request available services, we may ask you for your full name, e-mail address, phone number, the name of your organization, role/title, business address and the country in which you are based and the reason for your communication, so we can provide you with the service. On the data submission form, we will indicate by way of an asterisk, which information is optional and which information is mandatory. Individuals should not provide Projectory with any Personal Data that is not specifically requested. Where Projectory receives Personal Data from its clients, client partners or other entities, it will process or disclose such Personal Data in accordance with the above procedures.

Anonymized Data

Projectory may consolidate or aggregate Personal Data in a non-identifiable form (anonymized/ pseudonymized data) to help Projectory improve product design and services, to enhance Projectory's research activities, and to facilitate other business functions.

DO WE SHARE YOUR INFORMATION?

We do not disclose any Personal Data about you to any third parties except as stated in this Privacy Policy, as otherwise permitted by law, or authorized by you.

General Process

Generally, Projectory will NOT disclose any of your Personal Data except when we have your permission or under special circumstances.

Your permission may be granted by the following methods:

- Agreement to Client's terms & conditions which is obtained directly through the clinical trial Sponsor who authorizes Projectory, as a third-party Partner, to collect, process, store and disclose Personal Data for the business purposes outlined within this policy
- Agreement to SHINE terms & conditions during SHINE initiation procedures

Sharing Personal Data with Third-Party Providers or Partners

As authorized, we may share your information with any companies, Partners, agents, or contractors who assist us in providing the Services we offer through our Company and/or those Services for which we are obligated to provide under our Client contracts.

Projectory takes reasonable steps to ensure that your privacy is protected, such as implementing privacy, security, and contractual controls with its third-party Providers who are processing European resident Personal Data. Projectory does not disclose Personal Data to third parties for purposes that are different than what it was originally collected for or in accordance with directions of the Data Controller. Should any of this change in the future, we will provide individuals with the option to opt-out.

Third parties, such as those listed above, to whom we disclose Personal Data are required by law and by contractual agreements to keep your Personal Data confidential and secure. The reasons for sharing this information with authorized third parties are as follows:

- As is necessary to fulfill a clinical trial to which you are a participant;
- To contact you with communications, notifications, important updates, trial status, survey requests, training course alerts and other trial-related communications;
- To provide the products and services you have requested from us;
- To fulfill Projectory's contractual obligations as required by Client and/or Clinical Trial Sponsor;
- For legal, regulatory, and related purposes;
- To provide technical support related to your use of the SHINE™ platform

If these third parties wish to use your Personal Data for any other purpose, they will have a legal obligation to notify you of this and, where required, to obtain your consent. Contact us at contact@projectorypartners.com for more information on these third parties.

Sharing Personal Data within Projectory and its Third-Party Providers or Partners

In the normal course of performing services for our clients, Personal Data may be shared within Projectory and its Partners for research and statistical purposes, clinical trial communications purposes, system administration and crime prevention or detection, or any purpose otherwise identified in this Privacy Policy.

Service Providers

Because a number of the service Providers we use are located in the United States, your Personal Data may be processed and stored inside the United States, and the U.S. government, courts, or law enforcement or regulatory agencies may be able to obtain disclosure of your Personal Data under U.S. laws.

Projectory may transfer Personal Data outside of its country of origin for the purposes outlined within this Privacy Policy, including for processing and storage by service Providers and Partners in connection with such purposes.

Business Transactions

As Projectory's business grows, we have the potential to buy or sell assets and/or the entity itself. In these types of transactions, User information, including Personal Data, could be one of the transferred business assets. Therefore, we may disclose and/or transfer your Personal Data to a third-party in these circumstances.

Other Legally Required Disclosures

Projectory maintains the right to disclose without your prior permission any Personal Data about you or your use of the SHINE™ platform if Projectory has a good faith belief that such action is necessary to: (a) comply with legal process; (b) protect and defend the rights, property or safety of Projectory, employees, other users, or the public; (c) enforce the terms and conditions that you've entered into with us; (c) as required by a legally valid request from a competent governmental authority; or (d) respond to claims that any content you provide violates the rights of third parties. We may also disclose Personal Data as we deem necessary to satisfy any applicable law, regulation, legal process, or governmental request.

WHAT IS PROJECTORY'S ACCOUNTABILITY FOR SHARING PERSONAL DATA?

Before transferring Personal Data to third-party Partners and service Providers, Projectory will make good faith efforts to obtain assurances that they will safeguard Personal Data consistent with this Privacy Policy.

Where Projectory is in a position to transfer Personal Data with third-party Partners and Providers, we will enter into a contract that outlines that such data may only be processed for limited and specified purposes consistent with the consent provided by the data subject and that the recipient will provide the same level of protection as those set forth within this Privacy Policy.

An example of appropriate assurances that may be provided by service Providers and Partners includes a contractual obligation that they will provide at least the same level of protection as is required by this Privacy Policy.

If Projectory learns that a service Provider or Partners is using the Personal Data in a manner that is inconsistent with the principles set out in this Privacy Policy, Projectory will take prompt action to prevent or stop the further use or disclosure of Personal Data.

DO I HAVE A CHOICE WITH HOW PERSONAL DATA IS COLLECTED, PROCESSED, STORED, OR DISCLOSURE?

If you are a clinical trial team or staff member in a clinical research trial, your contractual obligations with the Sponsor may require you to receive trial-related communications, training, notifications and other important communications as identified within this Privacy Policy.

Consent

Your knowledge of and consent to Projectory's collection, processing, storage and disclosure of your Personal Data is important. Your consent may be offered in the following manner:

- Voluntary submission of your Personal Data directly to Projectory;
- Your consent or agreement to our Terms & Conditions which may be collected via a written or electronic application process;
- Your consent which was provided by the Data Controller in which you have contracted your services, which allows their third-party Providers to process, store and share your Personal Data with its own authorized third-party Providers for the purposes outlined within this Privacy Policy.

By offering your consent, you are also offering your consent to the processing of your Personal Data in a country which may not have the same level of privacy protection as your country of residence.

It is important to note that there may be situations where Projectory does not require your consent to engage in the receipt, usage, storage or disclosure of Personal Data. The following outline situations where your consent may not be required:

- The handling of Personal Data is required for the performance of a contract between you and Projectory and/or one of its third-party Partners.
- The handling of Personal Data is necessary as required by law
- Another lawful Purpose as set forth in Article 6 of the GDPR

Opting Out

If you notify Projectory that you would like to opt-out of Projectory's essential communications sent on behalf of the clinical trial Sponsor, we will need to obtain approval from the Sponsor in advance of changing your status as you may be under contractual obligations to receive this information. Your refusal to provide certain Personal Data or withdrawing your consent for Projectory to collect, process, or disclose your Personal Data could result in your inability to participate in the clinical trial and uphold your contractual obligations.

Personal Data for deactivated users (those who either opt-out or leave the institution, for example) will be maintained in accordance with regulatory and clinical trial requirements as well as Client-contractual obligations.

Sensitive Information

In general, Projectory will not collect Sensitive Personal Data from its Users unless a unique circumstance or Client contract requires this information to fulfill our contractual obligations. Sensitive Personal Data includes personal information specifying medical or health conditions, racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership or information specifying the sex life of the individual. If the collection or processing of your Sensitive Personal Data is required, we will require the Data Controller or we will obtain affirmative express consent (opt in) from you if such information is to be (i) disclosed to a third party or (ii) used for a purpose other than those for which it was originally collected or subsequently authorized by the Data Controller or data subject through the exercise of opt-in choice.

If one of our Third-Party Partners provides your Sensitive Personal Data to Projectory, we will treat it as sensitive as identified by the Third-Party Partners.

HOW DO WE KEEP DATA SECURE?

Projectory has implemented appropriate and reasonable measures to protect your Personal Data from loss, misuse and unauthorized access, disclosure, alteration and destruction. Examples of these security measures include but are not limited to: encryption of information while it is in storage, firewalls, access controls, current anti-virus protection of Projectory servers and computers, enforced password policies, and regular backup policies and procedures.

HOW DO YOU ENSURE DATA INTEGRITY AND THE PURPOSE FOR WHICH IT IS COLLECTED?

The Personal Data collected, received, stored, processed and disclosed is limited to the purposes identified by the Data Controller or as set forth within this Privacy Policy.

The integrity of this Personal Data is critical to the ability to communicate important information and fulfill our contract obligations. As such, this Personal Data may be updated with new information as User data changes.

Personal Data may be retained in a form which makes the individual identifiable only for as long as it serves a purpose to support contractual and/or regulatory obligations and will fall under the control measures outlined within this Privacy Policy.

HOW TO ACCESS YOUR PERSONAL DATA?

Users may access their Personal Data by logging into the SHINE platform where they can edit, amend or remove their Personal Data if inaccuracies are found, with the exception of their username. Only the System Administrators have the ability to change a username as the training record is tied to this information.

To request a change to a username, please notify contact@projectorypartners.com.

It is important to remember that refusing to provide certain Personal Data or withdrawing your consent for Projectory to collect, process, or disclose your Personal Data could result in the inability to participate in the clinical trial and uphold your contractual obligations.

WHAT DO I DO IF I HAVE AN INQUIRY OR COMPLAINT?

Users may contact Projectory regarding any questions or complaints regarding how Personal Data is collected, received, stored, processed and disclosed by completing the web form at www.projectorypartners.com/contact and/or emailing this information to contact@projectorypartners.com. Projectory takes all inquiries, questions and complaints seriously and will promptly review incoming notifications. All complaints will be escalated according to our Complaint Review process and reasonable measures will be taken to resolve complaints directly with the individual in a timely manner.

EU individuals may also have the right to make a GDPR complaint to the relevant Supervisory Authority. A list of Supervisory Authorities is available here: http://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm.

DEFINITIONS

For the purposes of this Privacy Policy, the following definitions shall apply:

Client / Sponsor – means the Client of Projectory under which Projectory has contractual performance obligations to fulfill the scope of work agreed to within the contract. Client/Sponsor may also employ third-party partners and/or agents to facilitate the services of the contract on their behalf.

Data Controller – means any organization, person, or body that determines the purposes and means of processing personal data, controls the data and is responsible for it, alone or jointly.

Data Processor – means a data processor that processes the data on behalf of the data controller.

Personal Data – means any information, including Sensitive Personal Data that is about an identified or identifiable natural person including, but not limited to:

- First and last name
- Email address or online identifier
- Social security or other identification number
- Home or other physical address
- Phone numbers (mobile and office)
- Employment, financial or health information
- Any other information relating to a person that is combined with any of the above or that can be used to identify the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person
- Personal Data does not include anonymized data or information that is reported in the aggregate provided that such data is not identifiable to a natural person

Projectory – means Projectory, LLC., its successors and wholly owned subsidiaries.

Projectory Third-Party Provider/Partner – means any third party that collects and/or processes Personal Data under the instruction of, and solely for, Projectory or to which Projectory discloses Personal Data for use on Projectory's behalf.

Sensitive Personal Data – means a subset of Personal Data which includes but is not limited to information revealing race, ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, or information that concerns health, sexual orientation, genetic, biometric data or criminal allegations (convictions or otherwise).

SHINE – means the comprehensive clinical trial communications and learning management system platform which is wholly owned by Projectory, LLC.

User / Learner – means the individual whose Personal Data is used to provide access to SHINE™ for clinical trial communications and training.