



TargetDx Laboratory Privacy Policy

Effective Date: June 1st, 2020

Last Updated: March 14th, 2023

This Privacy Policy outlines how TargetDx Laboratory uses the information it collects on this website where it is posted. During this policy, “we,” “our,” and “us” refer to TargetDx Laboratory. This Privacy Policy does not address data collection that does not occur on or through the website. Further, this policy does not fully address data collection covered by the Health Insurance Portability and Accountability Act, which is addressed separately. You may be provided additional privacy documents and consent forms prior to being provided access to certain aspects of the website, including any patient portal.

Privacy Principles

We value your privacy as much as we value ours. That is why we at TargetDx Laboratory emphasize these underlying principles:

We will not ask for personal information that we do not need to provide our services to you or otherwise comply with our obligations.

We will not disclose your personal information to anyone, unless it is for legal purposes, company/product development, or to safeguard the rights of the company.

It is TargetDx Laboratory’s policy to respect and keep private any personal information we may collect from you while operating our website.

At no point will your personal information, including data provided to us by you, be sold.

Legal Disclaimer

TargetDx Laboratory reserves the right to disclose your personally identifying information when legally required and when the information is relevant for the protection of our rights, including, but not limited to, compliance with a legal process or court order.

Categories of Personal Information We Collect

To provide our services, we may collect the following categories of personal information:

Identifiers: This may include contact information such as your first name and last name, mailing address, phone number, email address, and date of birth.

Content of Communications: When you contact us, we may collect the contents of your emails or text messages, or recordings of the phone calls.



Health Information: We may collect health information about your physical or mental status as well as your vaccination status.

Demographic Information: We may collect your date of birth, gender, race, and/or other demographic information.

Biometric information: We may collect your genetic, physiological, behavioral, and biological information, health and/or exercise data.

Automatic Data Collection

We and our service providers may automatically log information about you, your computer or mobile device, and your interaction over time with the Service, including:

Device data, including but not limited to your device’s operating system and version, manufacturer and model, browser type, screen resolution, and general location information such as city, state, or geographic area.

Online activity data, including, but not limited to, pages you viewed, how long you spent on a page or screen, the website you visited before browsing to the Service, navigation paths between pages or screens, information about your activity on a page or screen, access times, and duration of access.

How Your Data is Used

Direct marketing

We may send you TargetDx Laboratory related direct marketing communications as permitted by law, including by email. You may opt-out of our marketing communications as described in the “Opting out of Marketing Communications” section below.

Research and development

We may create de-identified, aggregated, or other anonymous data from the information we collect. We may use this data and share it with third parties for our lawful business purposes, including to promote our business and to analyze and improve the Services.

Compliance and Protection

We may use your personal information to:

- provider our services and respond to inquiries.
- comply with applicable laws, lawful requests, and legal processes, such as to respond to subpoenas or requests from government authorities.
- protect our, your or others’ rights, privacy, safety, or property (including by making and defending legal claims).



- audit our internal processes for compliance with legal and contractual requirements and internal policies.
- enforce the terms and conditions that govern the Service; and
- prevent, identify, investigate, and deter fraudulent, harmful, unauthorized, unethical, or illegal activity, including cyberattacks and identity theft.

Data Collection Technologies

We use the following automatic data collection technologies:

Cookies: a cookie is a small text file that a website stores on your computer. This file contains information that your browser provides to the website each time you return. Cookies are used for record keeping purposes. Cookies, together with log files, provide us with analytical information that we can use to improve website performance and general user experience. We do not link this information to personally identifying information nor do we give this information to outside third parties. This privacy statement regarding the use of cookies is only applicable to the TargetDx Laboratory website.

For example, we use tools and analytics services through social media tracking tags (e.g., LinkedIn, Twitter, Meta Pixel), as well as those provided by analytics providers such as Hotjar and Google. These services help us analyze information regarding visits to our websites using IP addresses, cookies, web beacons, recorded interactions, device information, and other tracking mechanisms.

To learn more about Google's privacy practices, [click here](#). To access and use the Google Analytics Opt-out Browser Add-on, [click here](#).

We use Hotjar to better understand our users' needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users' experience (e.g., how much time they spend on which pages, which links they choose to click, what users do and do not like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar stores this information on our behalf in a pseudonymized user profile. Hotjar is contractually forbidden to sell any of the data collected on our behalf. For further details, please see the 'about Hotjar' section of Hotjar's support site.

Local storage technologies: these technologies provide functionality equivalent to a cookie, but can store a larger amount of data, outside of your browser, in connection with specific applications.

Web beacons, also known as pixel tags or clear GIFs: web beacons are used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed or clicked.



If you do not wish to enable cookies, simply adjust your browser settings before using our website and turn off cookies for TargetDx Laboratory or our third-party partners. Bear in mind, however, that disabling cookies may affect how our site will function for you (e.g., being unable to log in).

Links to Other Sites

Our website contains links leading to other websites that are not owned or managed by us. Because we are not responsible for how these sites manage your privacy, we encourage you to check out the privacy policies of those other websites before giving out your personal information.

Data Sharing

We may share your personal information with the following parties and as otherwise described in this Privacy Policy or at the time of collection. For example, we may share or disclose your personal information in the following instances and to the following parties:

- To provide a service to you.
- Affiliates, such as our corporate parent, subsidiaries, and business affiliates.
- Service providers, such as companies and individuals that provide services on our behalf or who help us to operate the service or our business (such as hosting, information technology, payment processors, customer support, email delivery, and website analytics services).
- Professional advisors, such as lawyers, auditors, bankers, and insurers.
- Third parties authorized by you, and with your consent.
- To comply with the law or in the good faith belief that such action is necessary to conform to the requirements of law or comply with legal process served upon us, protect, and defend our rights or property, or act in urgent circumstances to protect personal safety of individuals.
- To protect against potential fraud.
- Authorities, such as law enforcement, government authorities, and private parties, as we believe in good faith to be necessary or appropriate for our compliance and protection purposes described above.
- Third parties in the event of a business reorganization, merger, acquisition, or the sale of part or all of our assets.

All data is shared in accordance with this Privacy Policy.



Account Access & Passwords

If you register with our website, you are responsible for always maintaining the security of your password. You may gain access to and review your personal information by accessing your account. You are responsible for activity occurring while logged into your account.

Opting out of Marketing Communications

You may opt out of marketing-related emails by following the opt-out or unsubscribe instructions at the bottom of the email.

Your Privacy Choices

If a company shares California resident “personal information” (as defined in California’s “Shine the Light” law, Cal. Civil Code § 1798.83) with third parties for their direct marketing purposes (e.g., to send offers and information that may be of interest to you), California law requires either providing a mechanism by which consumers can obtain more information about such sharing over the prior calendar year, or providing a mechanism by which consumers can opt out of such sharing. We do not share your personal information with third parties for their direct marketing purposes.

Do Not Track

Some browsers have a “do not track” feature that lets you tell websites that you do not want to have your online activities tracked. Currently, we do not respond to browser “do not track” signals.

Retention

We retain the information we collect for as long as it is necessary for the purpose for which it was collected and in compliance with legal and business retention requirements.

Security

We use appropriate technical, physical, and administrative safeguards designed to provide a level of security appropriate to the risk of processing your personal information, such as to limit abuse of and unauthorized access to personal information. While we use these precautions to safeguard your information, we cannot guarantee the security of the networks, systems, servers, devices, and databases we operate or that are operated on our behalf.

Changes

TargetDx Laboratory reserves the right to change this Privacy Policy as it deems necessary. A notification will be posted on this page, on the homepage of this website, and on other pages deemed appropriate, so that you will know what information we collect and what we do with it.