

Privacy Policy

We are committed to protecting the privacy of every user of our Services (“User” or “Users”). All capitalized terms that are not defined in the Privacy Policy below shall have the meanings given in the Terms and Conditions of Use.

1. Information Provided by All Users of the Alaska Website

The information that Users provides to Alaska through Alaska.com or through certain mobile applications that may be developed by Alaska (collectively, referred to as the “**Website**”) is used to support care recipients and their caregivers by providing secure storage of personal health records, communications between families and care teams and storage of biometric information (“**Services**”). Information is also used to enhance the Services and provide more personalized services to our Users. This Privacy Policy (“**Policy**”) applies to the Services and describes the information Alaska collects from your use of the Services, how we use such information, and some of the steps we take to protect the privacy of our Users. The data in Alaska’s databases is protected against unauthorized access through state-of-the-art security procedures and software.

2. We Do Not Sell or Rent Personal Information

When you use our Services, you may be creating and/or maintaining, on behalf of yourself, the care recipient and/or another person, an Alaska account (“**Account**”). We will use and/or disclose the Personal Information associated with an Account only as stated in this Policy. We do not sell or rent Personal Information associated with an Account, about visitors to the Website or Users of our Services. “**Personal Information**” means information about an identified or identifiable individual. Examples of personal information include the name, email address, physical address, credit card information and photograph of Account users or care recipients.

3. Protected Health Information

All “**Protected Health Information**,” as defined in Section 160.103 of the Health Insurance Portability and Accountability Act of 1996, Pub. L. No.104-191 (“**HIPAA**”), provided on the Services, including information stored in an Account, is subject to the Notices of Privacy Practices issued under HIPAA. The Notices of Privacy Practices may contain additional provisions relating to the use and disclosure of your information that go beyond the terms of this Policy.

4. Types of Information We Collect

We collect information about you, or another person on behalf of whom you create an Account, in various ways, including without limitation, information you provide to us, information we collect through your use of the Services, and information we receive from third parties (“**Information**”). Information may include, without limitation, personal information, such as a name, username, password, mailing address, phone number, email address, credit card information, age or date of birth, health or medical information. It may also include metadata provided by your use of the Services or other information that you provide to us.

Information You Volunteer. Alaska collects the personal information you and others knowingly and voluntarily provide on our Website and/or through our Services.

Credit Card Information. If you provide credit card information through the Services, the information you provide is never stored on our server. Instead, when you click on the "submit" button, it is forwarded immediately to a third-party service provider for processing. We use industry standard Secure Sockets Layering (SSL) software to encrypt all of your credit card information as it travels over the Internet and via wireless methods to our third-party service provider. We do not retain a copy of your credit card information. Our third-party services providers use your credit card information only to process your transaction (and for fraud prevention purposes) and are bound by contract to keep your credit card information confidential.

Information Sent to Us by Your Web Browser. We collect information that is sent to us automatically by your web browser. This information typically includes your IP address, the identity of your Internet service provider, the name and version of your operating system, the name and version of your browser, the date and time of your visit, and the pages you visit. Please check your browser if you want to learn what information your browser sends or how to change your settings. Generally, we do not link the information provided by your browser to information that identifies you by name.

Cookies and Similar Technologies. We use "cookies" and other web technologies to collect information and support certain features of the Services on our website. For example, we may use these technologies to: (i) collect information about the ways people use the Services - which pages they visit, which links they use, and how long they stay on each page; (ii) support the features and functionality of the Services - for example, to save you the trouble of reentering information already in our database or to prompt the settings you established on previous visits; and (iii) personalize your experience when you use the Services.

Generally, the information we collect using these web technologies does not identify you personally. If, however, you have created a user identity, for example by registering with our Services, we may link the information we collect using these web technologies to other information that identifies you personally.

If you do not wish to receive cookies, you may set your browser to reject cookies or to alert you when a cookie is placed on your computer. You may also delete our cookies as soon as you leave the Services. Although you are not required to accept our cookies when you visit the Services, if you set your browser to reject cookies, you may not be able to use all of the features and functionality of the Services.

The use of cookies by our partners and service providers is not covered by our privacy statement. In some instances we have access or control over these cookies. Our partners and service providers use session ID cookies to track site visitor data and facilitate our partnerships.

Website Visitor Data; Statistics. We may gather data on the Website activity, such as how many people visit the Website, the web pages they visit, where they come from, how long they stay, etc. The data is collected on an aggregate, anonymous basis, which means that no personally identifiable information is associated with the data. This data helps us improve our content and overall usage. The information is not shared with other organizations for their independent use. This information does not identify any individual personally. Rather, this information constitutes de-personalized and de-identified information in an aggregate form ("**De-Identified Information**").

5. How We Use Your Information

Except as provided in this Policy, we generally do not collect Personal Information about visitors to the Website or users of the Services. We may use the personal information:

- to communicate your health information, or the health information of someone you are caring for, to health care providers treating you or the other person;
- to communicate to you the health information of others you are authorized to act on behalf of on the Services;
- to provide the information you request;
- to contact you regarding your use of the Services;
- to send you news and information we believe will be of interest to you (in accordance with any privacy preferences you have expressed to us);
- to invite you to participate in surveys and provide feedback to us (in accordance with any privacy preferences you have expressed to us);
- to better understand your needs and interests;
- to improve the content, functionality and usability of the Services;
- to provide you with a personalized experience when you use the Services;
- for security, credit or fraud prevention purposes;
- for any other purpose identified in an applicable privacy notice; and
- for any other purpose identified in a click-through agreement or other agreement between Alska and you.

6. How Does Alska Share Personal Information With Others?

Alska does not share, sell or disclose Personal Information, and especially Protected Health Information collected through the Services, except as specifically disclosed in this Privacy Policy.

We may disclose Personal Information to any person performing audit, legal, operational, or other services for us. We will use information which does not identify the individual for these activities whenever reasonably possible. Information disclosed to vendors or contractors for operational purposes may not be re-disclosed to others by such a vendor or contractor, except as permitted by Alska and applicable law.

We may disclose personal information (a) as described in our Notices of Privacy Practices for Protected Health Information under HIPAA; (b) when we believe in good faith that disclosure is necessary to protect our rights, protect you or others from threats of imminent harm, investigate fraud or other activity in violation of the law, or respond to a government request; to protect the security and reliability of the Website and Software; or (c) to any other third party with your prior consent to do so.

We may also disclose Personal Information as follows:

Compliance with Laws and Protection of Our Rights and the Rights of Others. We may disclose Information, including Personal Information when we, in good faith, believe disclosure is appropriate to comply with the law, a court order, a search warrant or a subpoena, or for other situations we determine to be an emergency. We may also disclose Information, including Personal Information, to prevent or investigate a possible crime, such as fraud or identity theft; to protect the security of our Services; to enforce or apply our Terms of Use or other agreements; to protect our own rights or property or

the rights, property or safety of our Users or others. Information, including Personal Information, may also be shared with third party service providers who work on our behalf or help us operate our business and Websites and our affiliates. We may also share Information, including Personal Information, to prevent illegal uses of the Services or violation of the Terms of Use or defend ourselves against third party claims.

Third-Party Vendors. Alska shares personal information collected through our Services with third-party service providers who act for or on behalf of Alska. These third-party service providers may need information about you in order to perform their functions. These companies are required by contract to keep your personal information confidential and may use it only to provide services on our behalf.

Business Transfers. Your personal information may be transferred to a successor organization if, for example, we transfer the ownership or operation of our Services to another organization or if Alska is involved in a merger, acquisition, or sale of all or a portion of its assets with another entity. If such a transfer occurs, the successor organization's use of your personal information will still be subject to this Privacy Policy and the privacy preferences you have expressed to us. You will be notified via email and/or a prominent notice on our Website of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information

Statistics. Alska shares statistical information about the use of our Services with our donors, sponsors and partners. This information does not identify any individual personally. Rather, this information constitutes de-personalized and de-identified information in an aggregate form.

Links to Other Sites. The Services may provide links to other websites operated by third parties. Because we have no control over third-party websites, we are not responsible for the availability of those websites and do not endorse and are not responsible or liable for any content, advertising, services, products, or other materials on or available from such websites. Alska shall not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with the use of or reliance on any content, advertising, services, products, or other materials on or available from such websites. This Privacy Policy does not apply to your use of third-party websites; your use of such websites is subject to the terms and policies of the owner of such websites.

7. Revisions of Policy

We reserve the right to update this Policy from time to time and will post the updated Policy on the Site. Your use of our Site following an update of the Policy shall be deemed your acceptance of such changes. You agree to review this Policy regularly so that you understand our current Policy. This Policy is incorporated into and is subject to our Terms of Use.

8. Security

The Website has security measures in place that are intended to help protect against the loss, misuse, unauthorized access or alteration of information under our control. These measures include encryption of data using the Secure Socket Layer (SSL) system, and using a secured messaging service when we send your personal

information electronically to the Website. Despite these measures, the confidentiality of any communication or material transmitted to or from us via the Website, by Internet, text message or email cannot be guaranteed.

9. Protecting Children Under the Age of Thirteen

A care team may include friends and family of all ages. Special care must be taken to protect children under the age of 13. For this reason, Alska does not permit children under the age of 18 to create or maintain an Account or register as a User or care recipient.

10. Data Retention

We will retain your information for as long as your Account is active or as needed to provide you services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. In compliance with our standard data retention policies, we may delete data of inactive Accounts without prior notification.

11. Additional Information

For more information about Alska's privacy policy or questions and comments, please contact inquiries@alskacare.com or via mail to 6 W. 5th Street, St. Paul, MN 55102.

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