

TOBI Privacy Policy

Effective Date: March 1, 2022

At TOBI, privacy is a top priority and we are firmly committed to guarding the confidence you have placed in us and to use, responsibly and professionally, any information you provide. We won't ask you for personal information unless we feel it is necessary to provide our Service.

This Privacy Policy applies to activities and data gathered through the service and websites (collectively, the "Service"). The purpose of this Privacy Policy is to notify you of what information of yours is collected; how the information is used; with whom the information may be shared; what choices are available to you regarding the collection, use, and distribution of the Information; and what kind of security procedures are in place to protect the loss, misuse or alteration of Information under our control.

Our Privacy Policy may change in the future. We invite you to check back periodically to see if we have made any changes. By using the Service, you agree to the terms of our Privacy Policy. If you do not like the terms of our Privacy Policy, you should not use our Service.

Please note that this Privacy Policy is a legally binding agreement made between you ("you," "your," or "yourself") and TOBI ("TOBI" "we," "us" or "our").

1. Your Information

In order to operate the Service and to provide you with information about products or services that may be of interest to you, we may collect (a) "personal information" (i.e. information that could be used to contact you directly such as your full name/your child's name, your/your child's medical record number, and email address); (b) "demographic information" (i.e. information that you submit, or that we collect, including, but not limited to, zip code, hometown, gender, age/birth date, browsing history information, searching history information, and registration history information); (c) "geo-locational data" (i.e. information that can be used to identify your physical location); and (d) "meta-data" (i.e. information which describes what, how, when, by whom Services were accessed and information that was provided during these Services). Collectively, this information is called "your Information".

2. Information Transfer

We only use your information as described in this Privacy Policy. We view the protection of privacy as a critical community principle. We understand clearly that your information and your trust are one of our most important assets. We store and process your information on computers that are protected by physical as well as technological security devices. Except as described in this Privacy Policy, we do not share your personal data with unaffiliated entities without your consent

We may share aggregated information about our patients and families for purposes of research, always done with the permission of the responsible Institutional Review Board. No shared information will contain protected health information (PHI). In addition, we may share information about you if we believe in good faith that disclosure of specific information is necessary to (a) resolve disputes, investigate problems, or enforce our Terms of Use; (b) comply with relevant laws or respond to requests from law enforcement or other government officials relating to investigations or alleged illegal activity (in which case we can, and you authorize us to, disclose personal information without subpoenas or warrants served on us); or (c) protect and defend our rights or property or the rights and property of you or third parties.

We may also share aggregated information that does not identify you personally such as by publishing a report on trends in the usage of the Service.

3. How We Use Personal Information

We may use your information:

- To provide you with our Service.
- To respond to your requests or provide you with further information about our Service and new developments thereto.
- To give our product developers information that may be useful for developing new features and products for customers.
- To improve the content and navigability of the Service.
- To alert you to new features, products, events, and special offers.
- To enforce our Terms of Use.
- When forwarding Digital Millennium Copyright Act ("DMCA") infringement notifications, takedown notices, and counter-notices. By submitting a DMCA infringement notification, counter notice, or other communication, you consent to have this communication forwarded to the person or entity that stored or transmitted the content addressed by your communications. For notices other than DMCA infringement notifications and counter-notices, you may request that we edit out your name and contact information. However, DMCA infringement notifications and counter notices (including any personal information set forth in the notifications) will be forwarded as submitted to us without any deletions.
- If required to do so by law, court order, or other government or law enforcement authority or regulatory agency; or, if we believe in good faith that disclosing this information is necessary or advisable, including, for example, to protect the rights, property, or safety of our company, you, users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

We may host discussions or other moderated forums for users who can help each other with technical and general questions. Topics for discussion may include technical support questions and problems, suggestions for improvement, or anything else that relates to the Service. Please remember that any information that is disclosed in this area becomes public information and you should exercise caution when deciding to disclose your personal information.

4. Information Retention

To preserve the integrity of our databases, our standard procedures call for us to retain information submitted by users for an indefinite length of time. We understand your submissions

as consent to store all your information in one place for this indefinite length of time if we so wish. If required by law, we will nullify user information by erasing it from our database. We will also respond to written user requests to nullify account information. Some personal information is stored on servers at MUSC or MUSC Business Associates. Except as otherwise described below, only we have the right to access this information.

5. Choice/Opt-Out

We strive to provide you with reasonable choices regarding our collection, use, and sharing of your Information. We provide you access to review and correct your information, provide you options regarding how we share Information, and provide you control over how we communicate with you, among other choices.

You may contact us at any time regarding these choices or your Information in general as follows:

- Call us at (843) 792-3851
- leshera@musc.edu

6. Our Security Precautions

We maintain physical, electronic, and procedural safeguards to protect your personal information.

Your profile is password-protected so that only you have access to your account information. In order to maintain this protection, do not give your password to anyone. Our staff will never proactively reach out to you and ask for any personal account information, including your password. You should never share devices. This will help protect your information entered on public terminals from disclosure to third parties.

Unfortunately, despite all of our efforts, there is always a risk that third parties may unlawfully intercept transmissions. For example, we cannot ensure the security of your data during transmission to us or the security of your data on a mobile device or on a computer. This reality is true of all Internet or data transmission use. As a result, we cannot ensure the security of any information you transmit, and you transmit all information at your own risk. We expressly disclaim any liability that may arise should any other individuals obtain the information you submit.

7. COPPA

We do collect personal information from children under the age of 13 during the treatment phase of your child's burn, in accordance with the Children's Online Privacy Protection Act ("COPPA"). This is done with your permission when you sign up for TOBI for your child's burn treatment. If a parent or guardian becomes aware that his or her child has provided us with Personal Information without their consent, he or she should contact us at leshera@musc.edu. If we become aware that a child under 13 has provided us with Personal Information without parental consent, we will delete such information from our files. We will also respond to written user requests to nullify account information.

8. Contacting Us

If you have any questions about this Privacy Policy, our practices or your dealings with us, you may contact us at leshera@musc.edu.