

Privacy policy Meds²Go

This privacy policy is effective as of May 25th 2018.

Name: Meds2Go Travel B.V. The Netherlands

Address: SBIC-building, Kapteynstraat 01, 2201 BB, Noordwijk

Email: info@meds2go.nl

1. Introduction:

At Meds²Go we care about your privacy by means of this privacy policy (“Policy”). This Policy explains how Meds²Go (“we”, “us”, “our”) collects, uses and shares your information, in order to provide the best possible products and services (together called “Service”) to you. This includes information we collect when you visit our website at www.meds2go.nl (“Website”).

Please read this Policy carefully to be well informed about our privacy practices.

2. Information we collect:

We collect the following information to enhance our services:

- a. **When using our website** – When you use our website your visit is tracked by analytics software, provided by Google (“Google Analytics”). Google Analytics collects your IP-address, your approximate location, your time of visit, your duration of visit and from which source you arrived on our website. All data collected by Google Analytics is processed in a way that it is not personally identifiable. For more information on how Google Analytics processes the data you can read their [privacy policy](#). Other personal information is only collected after you voluntarily provide it to us, i.e. by filling in a contact form.
- b. **Newsletter** – Meds²Go sends a newsletter 4-8 times a year. When subscribing, we will collect your email address. If voluntarily given, we will also collect your first and/or last name. Subscription to the Meds²Go newsletter is completely voluntarily.
- c. **Application for User Experience Expert (“Expert”) of the Meds²Go Community** – When you apply for Expert of the Meds²Go Community, we collect your email address, the type of medication you use and other voluntarily given information.
- d. **Filling in a Meds²Go survey (“Survey”)** – Meds²Go regularly sets up Surveys to develop the best products. The information we collect in the Surveys is described in the introduction of the respective Survey. Filling in a Meds²Go Survey is always voluntarily.
- e. **Participation in a Meds²Go user experience session (“Session”)** – Meds²Go regularly organises Sessions to develop the best possible products. After you sign up for a Session, we will inform you about the information we collect during the

Sessions, prior to the Session. All information that you disclose during a Session is given voluntarily.

- f. **Testing functional prototypes (“Prototypes”)** – Meds²Go lets end-users test Prototypes to receive feedback, before the product is officially launched. Prior to participating in the testing of the Prototype, you will be informed by us about what information we collect. Participation in the testing of Prototypes is always voluntarily.

3. How do we use the information we collect:

In this section we will explain why we need the information described in section 1 and how we use this data.

- a. **Website analytics** – The information described in section 2a is used to keep track of the visitors to our Website. This information helps us to improve our Website, so you can have a better experience.
- b. **Newsletter** – in order to send you our newsletter we need a valid email address. It is optional to provide your first and/or last name, when subscribing to our newsletter. We use your name(s) to personalize the newsletter, this improves the chances to avoid your spam filter.
- c. **Application as Expert of the Meds²Go Community** – We use your email address to inform you when Meds²Go is planning a new Survey, Session or Prototype testing (together “Research topic”). The information regarding your medication is used to discover possible medicines that need to be stored between 2 – 8 °C, that we have missed so far. This information is crucial to improve our Service. Any other information that you voluntarily disclose is used to improve our emails, which inform you about upcoming Research topics.
- d. **Information acquired in our Research topics** – All the information we collect during these Research topics will only be used to improve our Services. If we want to use your information for any other purpose, you will either be informed prior to the Research topic or be asked for consent after the Research topic. We do not use your data for other purposes unless consent is voluntarily given.

4. Sharing of your information:

Meds²Go does not share any personal information with third parties unless they are described in this section. Furthermore, this section also explains why we share this data with them.

- a. **Google Analytics** – All the information described in section 2a is shared with Google. The analytics software of Google processes the data for us, so we can easily interpret the data. For the privacy practices of Google you can read their [privacy policy](#).

- b. **MailChimp** – We share your email address (and first and/or last name, if disclosed voluntarily) with MailChimp. We use MailChimp as an email marketing automation platform. For the privacy practices of MailChimp you read their [privacy policy](#).
- c. **Upon voluntarily given consent** – If you have voluntarily given consent to us for sharing your information to third parties, we may share your information with them.
- d. **Legal/Governmental institutes** – If a legal/governmental institute requires your information on a legal basis, we will have to share the information with them.
- e. **To prevent harm and/or abuse** – We may share your information with third parties if we firmly believe it is necessary to prevent harm and/or abuse to any organisation/individual.
- f. **Sale of the business** – If a third party acquires some or all of Meds²Go's assets, your information may be shared as part of the deal. You will be informed by us before we share your information.

5. How do we protect your data

In this section we will explain how we protect your data, to make sure no data leaks will occur.

- a. **Meds²Go** – We implemented reasonable security measures in order to protect your data from disclosure, alteration, loss, destruction, unauthorized access and misuse. We do not warrant any of your information will be protected against, loss, misuse, or alteration by third parties.
- b. **Storage on Gsuite** – All information that is disclosed by you in one of our Research topics is stored on Gsuite. This Gsuite is protected via two-factor authentication and is only accessible by employees of Meds²Go. To learn about how Gsuite protects their data click [here](#).

6. What choices do you have over your personal data.

In this section we will inform you about the choices you have regarding your personal data.

- a. **Google Analytics** – If you do not want Google Analytics to collect the information described in section **2a**, you can opt-out. The procedure to opt-out of Google Analytics is described in this [guide](#).
- b. **Newsletter** – In the footer of every newsletter we send to you, there is a link to change your information (email address, first name, last name). Moreover, there is a link to opt-out of the newsletter if you no longer wish to receive it.
- c. **Expert of the Meds²Go Community** - In the footer of every invitation we send to you, there is a link to change your information (email address, first name, last

name). Moreover, there is a link to opt-out of the Meds²Go Community, if you no longer wish to receive it.

- d. **Meds²Go** – If you no longer wish to be contacted in any way by Meds²Go, you can send an email to info@meds2go.nl with the subject: Opt-out of Meds²Go communications.

7. How long do we store your data

This section explains how long we retain your personal information.

- a. **Google Analytics** – After your visit to our Website has been recorded by Google Analytics, your information will be stored for 26 months. This means that 26 months after your last visit, your information will be removed from our system.
- b. **Newsletter** – When you unsubscribe to the newsletter by clicking on the unsubscribe link in the footer, you will immediately stop receiving the newsletter. We make sure that within one month after unsubscribing all your information is deleted.
- c. **Expert of the Meds²Go Community** – When you click the unsubscribe link in the footer you will immediately stop receiving invitations for Research topics. We make sure that within one month after unsubscribing all your information is deleted.

8. Children's privacy

In this section we describe our Policy towards personal information of children under the age of consent ("Children", "Child"). We may collect personal information of children because they may also have benefits of our Service. Meds²Go does not knowingly collect personal information about Children without the consent of a legal guardian. If we discover that we possess any information of a Child without consent of a guardian we will immediately delete the information from our systems.

9. Changes to this Policy

We may update this Policy to make sure it is compliant to our privacy practices. If we make significant changes we will inform you on the home-page of our Website. The updated Policy will become effective 10 days after we informed you on our Website. Moreover, we encourage you to periodically review this page to be informed of our current privacy practices.

10. Contact

If you have any questions regarding this Policy and our privacy practices you can send us an email at info@meds2go.nl. If you prefer to send us a direct mail you can send it to the following address.

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