## **Updated 9/23/2024**

## **INTRODUCTION**

Thank you for using one of the websites which are part of the HealthLink Dimensions Network (collectively referred to herein as “HealthLink”, “we”, “our” or “us”). HealthLink provides healthcare data solutions to healthcare and life science organizations to improve master data management, compliance and marketing initiatives. HealthLink has adopted this Privacy Policy which governs the collection and use of personal information collected through our corporate websites and those of our affiliated companies (each a “Site”), personal information we receive from third party sources, such as lead generation tools, data providers, social media platforms or health care network members (“Third Party Sources”), and personal information we received from our customers through their use of our web services API (the “HealthLink Platform”).

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Our Privacy Policy explains: (1) what information we collect; (2) why we collect it; (3) how we use that information; (4) how we may share it; (5) how we protect that information; (6) how long we retain that data for; and (7) the choices we offer, including how to access, update or delete your information.

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This Privacy Policy is organized into two sections:

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The first section applies to information we collect through the Site or from Third Party Sources.

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The second section applies to the information we collect through our services, the HealthLink SaaS Provider Research Portal, Web API and Digital Marketing Services.

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Please familiarize yourself with our privacy practices and let us know if you have any questions. By using the Sites, you signify your acceptance of this Privacy Policy. If you do not agree to this Privacy Policy, please do not use the Sites.

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Our business is operated from the United States. No matter which country you live in, or access our Sites or services you authorize us to transfer, store, and use your information in the United States, and any other country where we operate. In some of these countries, the privacy and data protection laws and rules regarding when government authorities may access data may vary from those in the country where you live. Learn more about our data transfer operations in the “International Transfer” section below. If you do not agree to the transfer, storage and use of your information in the United States, and any other country where we operate or where our service providers store information, please do not use the Sites or Services.

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If you have any questions or comments about this Privacy Policy, please submit a request to privacy@healthlinkdimensions.com.

## **WHEN THIS PRIVACY POLICY APPLIES**

Our Privacy Policy applies to all of the Sites and services offered by HealthLink and its affiliates on its own or through its partner’s sites.

Our Privacy Policy does not apply to services offered by other companies or individuals, including products or sites that may be displayed to you, or other sites linked from our services. Our Privacy Policy does not cover the information practices of other unaffiliated companies and organizations who advertise our services, and who may use cookies, pixel tags and other technologies to serve and offer relevant ads.

## **TERMS OF USE**

By accessing or using the Sites in any manner, you also agree to be bound by HealthLink’s Terms of Use (the “Agreement”). Please read the Agreement carefully. If you do not accept all of the terms and conditions contained in or incorporated by reference into the Agreement, please do not use the Sites and Services.

## **SECTION 1: SITE AND THIRD PARTY SERVICES**

By using the Site, or by interacting with us through Third Party Sources, you consent to the collection, use and disclosure of information by HealthLink as specified in this Section 1.

## **WHAT PERSONAL INFORMATION DOES HEALTHLINK COLLECT?**

**Personal information you provide to us voluntarily:**

We may receive and store any information you submit to the website [or otherwise authorize us to obtain – such as, from (for example) your name or email]. The types of personal information collected may include your full name, email address, browser information, usernames, demographic information phone number, state, title, and any other information necessary for us to provide our services. You may provide us this information by completing forms, engaging in an activity through an interactive or social feature and/or signing up for services through a Site or our Platform on a related site. Additionally, personal information may be provided voluntarily by choosing to participate in promotions, marketing materials, newsletters, or surveys. When you sign up for our website you will be asked to provide your email address. You can choose to opt out of any marketing emails that we may send to you. In order to respond to requests for assistance you will be asked to provide your first and last name as well as your email address.

The Site offers interactive and social features that permit you to submit content and communicate with other users. You may provide Personal Information to us when you post information in these interactive and social features. Please note that your postings in these areas of the Sites may be publicly accessible or accessible to other users. Please note that if you do not provide us with Personal Information, your ability to use certain aspects of our products and services may be limited.

**Personal Information Collected Automatically:**

When you use our Services, either through your internet browser or the API, we collect certain information automatically, such as your operating system version, browser type, and internet service provider. When you use our Services, we automatically collect and store this information in service logs. This includes: details of how you used our Site; Internet protocol address; and identify your browser. We may also collect and process geolocation data, including general information (zip code) and more specific information (e.g., GPS-based functionality on mobile devices used to access the platform or specific features of the platform). The information we collect automatically is statistical data and may or may not include Personal Information, but we may maintain it or associate it with Personal Information we collect in other ways or receive from third parties.

**Personal Information Collected from Third Parties:**

On occasion, HealthLink may receive personal information about you from third party sources. We will only receive such data from third parties sources where either you have consented to their sharing of your data with us or they are otherwise legally permitted to disclose your personal information to us.

**Children’s data**

HealthLink services are not intended for use by children under the age of 13. If you are under the age of 13, please do not use our Platform or other HealthLink services and do not provide HealthLink with your personal information. If you are a parent or guardian of a child under 13 and you are aware that they have provided HealthLink with personal information, please contact us (privacy@healthlinkdimensions.com).

## **HOW DOES HEALTHLINK USE THE INFORMATION IT COLLECTS?**

We use your personal information in ways that are compatible with the purposes for which it was collected or authorized by you, including for the following purposes:

To present, operate or improve the Site, including analysis of Site activity;​

To provide you with Services and Products;

To improve our Services and Products;

To authorize access to our Sites and Services;​

To respond to technical problems;​

To respond to, process and deliver your communications, requests, surveys, or contest entries;​

To contact you to request feedback about your experience with our products and services or learn about your demographics, preferences or interests;

To communicate with you about surveys, contests, promotions or rewards, upcoming events, trade shows or conferences, changes to the Site or our products or services, or other news about products and services (whether offered by HealthLink or our partners) we believe would be of interest to you, based on your profession and information we possess about you;​

To process job applications;​

To customize or personalize your online experience, for example to pre-populate forms, or to display or provide you with relevant content, advertising or communications;​

To improve our customer service;​

To analyze data at an aggregate and/or individual NPI level to personalize and enhance your experience while interacting with our Sites and Services;​

To share your individual level response information to ours and our partners’ sites, services and communications to you;​

To comply with all applicable legal requirements;​

To investigate possible fraud or other violations of our Terms of Use or this Privacy Policy and/or attempts to harm our Users; or

To otherwise fulfill the purpose for which the information was provided;​

To provide you with behavioral or targeted advertising, analytics, or other information, insights and actions on our Sites or Platforms or those of third parties or to their clients to provide such information or services to you. We use the information we collect from our Sites to provide, maintain, improve and optimize them, to develop new services, and to protect our Company and our users.

We use information collected from cookies and other technologies, to improve your user experience and the overall quality of our services. We may use your Personal Information to see which web pages you visit at our Site, which website you visited before coming to our Site, and where you go after you leave our Site. We can then develop statistics that help us understand how our visitors use our Site and how to improve it. We may also use the information we obtain about you in other ways for which we provide specific notice at the time of collection.​

We share some of your information with advertising and analytics partners like DeepIntent, Google, LinkedIn, Meta, PulsePoint, and others. They use this information to create detailed clinician audience groups. These partners might also use cookies and other technology tools to show you relevant ads and content tailored to your interests, both on our sites and elsewhere, and give you a better online experience.

We will ask for your consent before using information for a purpose other than those set out in this Privacy Policy.

## **LEGAL BASIS FOR PROCESSING PERSONAL INFORMATION**

Our legal basis for collecting and using personal information described above will depend on the personal information concerned and the specific circumstances in which we collect it.

However, we will normally collect personal information from you only where we have your consent, where we need the personal information to perform a contract with you, or where the processing is in our legitimate interests and not overridden by your data protection interests or fundamental rights and freedoms. In some cases, we may also have a legal obligation to collect personal information from you, or may otherwise need the personal information to protect your vital interests or those of another person.

If we ask you to provide personal information to comply with a legal requirement we will make this clear at the relevant time and advise you whether the provision of your personal information is mandatory or not (as well as of the possible consequences if you do not provide your personal information). Without your personal information, we will be unable to provide you with all HealthLink services available.

If we collect and use your personal information in reliance on our legitimate interests (or those of any third party), this interest will normally be to develop and improve the site or services, to provide additional functionality or, to ensure appropriate security. We may have other legitimate interests, and if appropriate, we will make clear to you at the relevant time what those legitimate interests are.

If you have questions about or need further information concerning the legal basis on which we collect and use your personal information, please contact us using the contact details provided under the “How to Contact Us” heading ([privacy@healthlinkdimensions.com](mailto:privacy@healthlinkdimensions.com))

## **HOW DOES HEALTHLINK USE COOKIES & OTHER TRACKING TECHNOLOGY?**

In order to collect and use personal information about you, HealthLink uses cookies and other similar tracking technologies (hereinafter referred to as “Cookies”). For additional information, please view our Cookie Policy.

**Cookie Policy:** By using HealthLink you are agreeing to our use of Cookies as detailed hereinafter. Cookies do contain any information that personally identifies you. However, personal information that we store about you may be linked, by us, to the information stored in, and obtained from, Cookies. The Cookies used by HealthLink include those which are strictly necessary for access and navigation, that track usage (performance cookies), remember your choices (functionality cookies), and that provide you with targeted content or advertisements.

We may use the information we obtain from your use of our Cookies for the following purposes:

* to recognize your device when you visit our website
* to improve the website’s usability
* to analyze the use of our website
* in the administration of our website
* to personalize the website for you, including targeted advertising which may be of particular interest to you

Cookie management

We may use both persistent and session cookies on HealthLink properties. Cookies on our site include:

Strictly Necessary

* ssr-caching

The ssr-caching cookie is set by WIX and indicates how a site was rendered.

* hs

Wix platform sets this cookie for security purposes.

* XSRF-TOKEN

This cookie is set by Wix and is used for security purposes.

* TS01xxxxxxxx

This cookie is set by Wix and is used for security and anti-fraud purposes.

* svSession

Wix platform sets this cookie to identify unique visitors and track a visitor’s session on a site.

* TS01xxxxxxxx

A second Wix TS01cookie for security and anti-fraud purposes.

Functional

* \_\_cf\_bm

This Cloudflare cookie is used to support Cloudflare Bot Management.

* visitorId

ZoomInfo sets this cookie to identify a user.

* \_gd

This cookie is necessary for the operation of our affiliate program.

Performance

* \_ga

This Google Analytics cookie anonymously stores site usage and visitation information.

* \_gcl\_au

Provided by Google Tag Manager to experiment advertisement efficiency of websites using their services.

* \_ga\_xxxxxxxx

Google Analytics sets this cookie to store and count page views.

Advertisement

* fr

This cookie displays relevant advertisements to users by tracking user behavior across the web, on sites that have Facebook pixel or plugin.

Other/To Be Categorized

* TS018a2c7e
* \_cfuvid
* track\_uid
* TS01b77932
* TS01905aab
* cookietest

Web Beacons. Pages of our Services or our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an e-mail and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

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Clickstream Data. Clickstream data is information collected by our computers when you request Web pages from the Sites. Clickstream data may include information such as the page served, the time spent viewing the page, source of the request, type of browser making the request, the preceding page viewed and similar information. Clickstream data permits us to analyze how visitors arrive at the Sites, what type of content is popular, what type of visitors in the aggregate are interested in particular kinds of content on the Sites.

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Mobile Device Identifiers and SDKs. A mobile SDK is the mobile app version of a web beacon (see “Web Beacons” above). The SDK is a bit of computer code that app developers can include in their apps to enable ads to be shown, data to be collected, and related services or analytics to be performed.

## **DATA RETENTION**

We will retain your personal information for the period necessary to provide you with HealthLink services and for legitimate and essential business purposes. We will retain your personal information in accordance with applicable legal and regulatory requirements relevant to legal action. Unless the personal information stored by HealthLink is subject to applicable regulatory and legal requirements regarding retention periods that differ from our policy, HealthLink abides by the following retention periods:

When a user decides to delete an account with HealthLink, we will delete any data associated with that account after 45 days. When a user decides to remove the social media account on HealthLink, we no longer hold that information and we remove the data upon the user’s request within the required statutory timeframes. All other data will be retained for at minimum a year, or until a user requests for deletion.

## **OUR OPT-IN/OPT-OUT POLICY**

By providing an email address on the HealthLink Sites, you agree that we may contact you in the event of a change in this Privacy Policy, to provide you with any service related notices, or to provide you with information about our Services and similar information.​

For purposes of this Privacy Policy, “opt-in” is generally defined as any affirmative action by a user to submit or receive information.​

We currently provide the following opt-out opportunities:​

At any time, you can follow a link provided in offers, newsletters or other email messages (except for order confirmation or service notice emails) received from us to unsubscribe from the service.​

At any time, you can contact us through privacy@healthlinkdimensions.com or the address provided below to unsubscribe from the service and opt-out of our right per your consent under the terms of this Privacy Policy to share your Personal Information.

## **YOUR AD CHOICES**

As described above, we or third party partners may place or recognize a unique cookie on your browser when you visit our Sites for the purpose of serving you targeted advertising (also referred to as “online behavioral advertising” or “interest-based advertising”). You may find more information about entities involved in online advertising and additional choices you may make, including opt-out of having your information used for internet-based advertising, through the Network Advertising Initiative (“NAI”) at the NAI Service, and the Digital Advertising Alliance (the “DAA”) at the DAA consumer choice service. HealthLink is a participant in the online industry’s self-regulatory program administered by the DAA and has agreed to adhere to the DAA’s principles applicable to interest-based ads.

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The tools provided at the DAA opt-out page and the NAI opt-out page are provided by third parties, not HealthLink. HealthLink does not control or operate these tools or the choices that advertisers and others provide through these tools.

## **THIRD PARTY LINKS**

The Sites may contain links to webpages operated by parties other than HealthLink. We do not control such websites and are not responsible for their contents or the privacy policies or other practices of such websites. Our inclusion of links to such websites does not imply any endorsement of the material on such websites or any association with their operators. Further, it is up to the user to take precautions to ensure that whatever links the user selects or software the user downloads (whether from this Site or other websites) is free of such items as viruses, worms, trojan horses, defects and other items of a destructive nature. These websites and services may have their own privacy policies, which the user will be subject to upon linking to the third party’s website. HealthLink strongly recommends that each user review the third party’s terms and policies.

## **HOW WE PROTECT PERSONAL INFORMATION**

HealthLink maintains administrative, technical and physical safeguards designed to protect your Personal Information against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. For example, we use commercially reasonable security measures such as encryption, firewalls, and Secure Socket Layer software (SSL) or hypertext transfer protocol secure (HTTPS) to protect Personal Information. Please note that due to the nature of electronic communications we cannot guarantee the security of Personal Information that is transmitted over the Internet or stored on our servers.

## **DIRECT MARKETING AND “DO NOT TRACK” SIGNALS**

HealthLink does not respond to Do Not Track (DNT) signals. However, some third party sites do keep track of your browsing activities when they serve you content, which enables them to tailor what they present to you. If you are visiting such sites, your browser may include controls to block and delete cookies, web beacons and similar technologies, to allow you to opt out of data collection through those technologies.

**CHANGES TO THIS PRIVACY POLICY**

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services or programs, email notification or privacy policy changes). We will also keep prior versions of this Privacy Policy in an archive for your review.

## **SECTION 2: THE HEALTHLINK SAAS PROVIDER RESEARCH PORTAL, WEB API AND DIGITAL MARKETING SERVICES**

HealthLink customers (“Clients”) engage us to deliver provider information databases and digital marketing tools, including email marketing services. The HealthLink SaaS Provider Research Portal and Web API are platforms our customers use to manage their provider relationships and other digital marketing tools. Client Information, Information about our Client’s Contacts and Archival Information (each defined below) are governed by this Privacy Policy, the HealthLink Terms of Use and any other services agreements between HealthLink and the applicable Client. The HealthLink Platform collects the following information:

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## **INFORMATION WE COLLECT**

**Client Information**

We collect information about individuals within our Client’s organization (“Client Information”). Client Information may include information related to the Client’s account, name, work e-mail address, work phone number, job title or similar kinds of information. We use Client Information to support the Client account, maintain our business relationship with the Client, respond to Client inquiries, or perform accounting functions. Clients may update personal information and password by logging into the HealthLink Platform and updating their account. Clients may contact HealthLink support in order to delete their personal data (email or link to contact process). In some cases, we may not be able to delete Client Information, and in such cases we will tell you why.

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**Information about our Client’s Contacts**

We collect information about any contacts that may be uploaded into the HealthLink Platform (“Information about our Client’s Contacts”). Information about our Client’s Contacts may include name, e-mail address, phone number, job title, or similar kinds of information. We use Information about our Client’s Contacts for the purposes of marketing to such contacts. Clients may update or delete Information about their contacts in the HealthLink Platform. Clients may also contact HealthLink support in order to update and delete such information (email or link to contact process). In some cases, we may not be able to delete such information, and in such cases we will tell you why.​

**Archival Information**

We collect communications information for archival purposes on behalf of, and as directed by, our Clients. This information may include emails, texts, websites, social media messages or posts, and other forms of data or electronic communications (“Archival Information”). Archival Information includes data about our Clients and the third parties they correspond with. We do not control or monitor the information our Clients collect and store through our services, or their privacy practices or policies. It is our Client’s obligation to obtain all necessary consents and to comply with all applicable laws with respect to the Client’s communications and use of our services. Our Client’s privacy policies or practices apply to Archival Information, the purposes for which the Client collects Archival Information, how the Client may use Archival Information and what choices the individual may have with respect to Archival Information. Individuals must contact the applicable Client in order to correct, amend, or delete their information, or to opt out of any collection, uses or disclosure of their information by our Client.

**Automatically Collected Information**

We collect information automatically about how our Clients use our services (“Automatically Collected Information”). We do this via data collection technologies such as cookies, web beacons, gifs or other tracking technologies. We collect this information in order to monitor, support and improve our services or to provide Clients with certain customized features. We may use Automatically Collected Information to tell us how our Clients use our services, to improve our services or develop new products, services or features. We may combine this information with other information we collect.

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## **HOW DOES HEALTHLINK USE THE INFORMATION IT COLLECTS?**

HealthLink Dimensions uses the information it collects to help its Clients reach hospitals, healthcare providers, pharmaceutical companies, and other stakeholders in the healthcare industry.

At HealthLink Dimensions, we strive to empower hospitals, pharmaceutical companies, health plans, healthcare providers, and marketing agencies with the most accurate data to reach stakeholders in the healthcare industry.

For more than two decades, we have enabled healthcare leaders to reach decision-makers with the industry’s most trusted HCP data news, demographics, and firmographics source. From our healthcare email lists and programmatic advertising to our email deployment and licensing, our solutions are BPA Worldwide-verified, clinically tested, and 100% compliant.

We are committed to integrity, accuracy, and accountability, and we continue to work towards a transparent, compliant industry.

## **​SHARING CLIENT INFORMATION**

We treat Client Information, Information about our Client’s Contacts, Archival Information and Automatically Collected Information as the confidential and proprietary information of our Clients, subject to the terms of the HealthLink Terms of Use and any other service agreement between HealthLink and the Client. We do not share Client Information, Information about our Client’s Contacts, Archival Information or Automatically Collected Information with third parties unless directed to do so by our Client, as may be necessary to provide services to the client, to our advisors, channel partners, affiliates, representatives, agents, service providers, in connection with a business transaction (such as a merger or sale), as allowed under the terms of our agreement with our Client, or in response to a court order, subpoena, warrant or to comply with a legal requirement or to cooperate with an investigation. We may disclose Client Information, Information about our Client’s Contacts, Archival Information or Automatically Collected Information for the aforementioned reasons, or in order to protect our rights or the rights of our affiliates, clients, channel partners or service providers.

## **​DATA RETENTION**

We will retain client information we process on behalf of our Clients for as long as needed to provide services to our Client, or for the period of time requested by a particular Client.

**CHANGES TO THIS PRIVACY POLICY**

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services or programs, email notification or privacy policy changes). We will also keep prior versions of this Privacy Policy in an archive for your review.

## **ADDENDUM FOR RESIDENTS OF CALIFORNIA**

The following section provides supplemental information to California residents, whose personal information we have collected. This section applies to the personal information we collected from California residents during the 12 months prior to the effective date of this Privacy Statement, depending on interactions with us. You can view your full legal rights under CCPA/CPRA (<https://oag.ca.gov/privacy/ccpa>)

1. Collection and Use of Personal Information

Healthlink Dimensions collects personal information through healthcare professional website co-registrations, healthcare job boards, State Licensing Boards, telephone verification, and other authenticated healthcare sources.

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(c) Categories of Personal Information We have Collected:

* Identifiers  
  First and last name, birth date, postal address, email address, username, IP address, online identifier, and similar identifiers.
* Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))  
  First and last name, address, telephone number, email address, IP address, education, employment, employment history, professional medical information Some personal information included in this category may overlap with other categories.
* Commercial information  
  Records of Healthlink Dimensions data and related products licensed or used.
* Internet or other similar network activity  
  Browsing history, search history, information on a consumer’s interaction with a website, application, or advertisement.
* Geolocation data  
  Location data based on an IP address.

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(b) Healthlink Dimensions has not collected the following types of personal information:​​​

* Protected classification characteristics under California or federal law  
  Unless you are a Healthlink Dimensions employee or applicant, we have not collected information relating to race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).
* Commercial information  
  Records of personal property purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
* Biometric information  
  Unless you are a Healthlink Dimensions employee or applicant, we have not collected genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.
* Professional or employment-related information  
  Healthlink Dimensions does collect employee or applicant and consumer information related to your current employment or prior job history.
* Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)  
  Unless you are a Healthlink Dimensions employee or applicant, Healthlink Dimensions has not collected your education records maintained by an educational institution, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.
* Inferences drawn from other personal information  
  Unless you are a Healthlink Dimensions employee or applicant, we have not collected a profile reflecting your preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, or aptitudes.
* Sensory data  
  Audio, electronic, visual, thermal, olfactory, or similar information.
* Data from children under the age of 16  
  Any personal information related to children under the age of 16. If you are a child under the age of 16, please do not provide your personal information to us.

(c) Recipients of Shared Information

We share your personal information with Healthlink Dimensions affiliates and subsidiaries, vendors, partners, and service providers (when you have approved such sharing) to provide services transactions. We also share data with Healthlink Dimensions affiliates and subsidiaries, with vendors working for us, when required by law or legal process, to protect lives, to maintain the security of our products, to provide support services and to protect the rights and property of Healthlink Dimensions and its customers. For example, we may share information with our partners to complete a business transaction with you or to provide support during your use of our products and services.

3. California Privacy Rights

(a) Right to Know

You have the right to request that we disclose to you the following information about personal information we collect from you:

* categories of personal information collected
* categories of sources of personal information collected
* the business or commercial purpose for collecting or selling personal information
* the categories of third parties with whom we share personal information
* the specific pieces of personal information we have collected about you over the past 12 months

(b) Right to Request Deletion of Personal Information

You have the right to request the deletion of your personal information collected or maintained by us, subject to certain exceptions permitted by law.

(c) Right to Opt-Out of Sale of Personal Information

We do not sell your personal information without your consent to third parties within the scope of CCPA. You may submit a request to record your preference to opt out by emailing us at [privacy@healthlinkdimensions.com](mailto:privacy@healthlinkdimensions.com).

(d) Right to Opt-Out of Targeted Advertising

You have the right to opt-out of advertising based on personal data obtained from your activities over time and across websites not affiliated with HealthLink. However, this does not include activities within our website, Platform, or other services. If you wish to opt-out of targeted advertising you may submit a request to record your preference by emailing us at [privacy@healthlinkdimensions.com](mailto:privacy@healthlinkdimensions.com).

(e) Right to Non-Discrimination

You have the right to not be treated in a discriminatory manner for exercising your privacy rights. We do not use the fact that you have exercised or requested to exercise any privacy rights for any purpose other than facilitating a response to your request.

4. Exercising Your California Privacy Rights

To exercise your rights, you can contact us:

* By email at privacy@healthlink.com
* By visiting this page on our website: (CCPA FORM LINK)

Once we receive your request, we are required to verify that you are the person that is the subject of the request. This verification process consists of matching identifying information provided by you with the information we have about you in our records. Upon making a request, you will be asked to provide your name, email address, and request details. A confirmation email will be sent to the email address you provide to begin the process to verify your identity. If we cannot verify your identity, we will not be able to respond to your request.

You may designate an authorized agent to exercise any of the above privacy rights on your behalf, subject to the agent request requirements under California law.

Please note, for your safety and security, we will require authorized agents to provide proof of consent and designation of the authorized agent for the purpose of making the request, and will require authorized agents to provide information necessary to verify the identity of the individual who is the subject of the request. We may also require that an individual verify his/her own identity directly with us before we respond to an authorized agent’s request.

We reserve the right to deny requests in certain circumstances, such as where we have a reasonable belief that the request is fraudulent.

5. Do Not Track

California law requires us to let you know how we respond to web browser Do Not Track (DNT) signals. Because there currently isn’t an industry standard for recognizing or honoring DNT signals, we do not respond to them at this time.

6. California’s Shine the Light law

We do not share personal information with third parties for their direct marketing purposes absent your consent as defined by California Civil Code Section 1798.83 (“Shine the Light law”). To opt-out of future sharing with third parties for their direct marketing purposes, contact us at privacy@healthlinkdimensions.com. Any such request must include “California Privacy Rights Request'' in the first line of the description and include your name, street address, city, state, and ZIP code. Please note that we are only required to respond to one request per customer each year.

7. For End Users of Healthlink Dimensions Software

As explained in our Privacy Policy, through our software platforms, we provide products and services to our customers that enable them to engage with end users. When our customers collect information from their end users through our products and services, this privacy notice does not apply to that collection of information. This is because our customers, as the data controllers, are directing the collection of that information, and has no direct relationship with our customers’ end users. Healthlink Dimensions does not control our customers’ collection or use of the end users’ personal information.

8. Changes

We reserve the right to change this Supplemental Information for California Residents from time to time. Changes shall become effective on the date they are posted.

## **ADDENDUM FOR RESIDENTS OF VIRGINIA**

The following section provides supplemental information to Virginia residents, whose personal information we have collected. This section applies to the personal information we collected from Virginia residents during the 12 months prior to the effective date of this Privacy Statement, depending on interactions with us. You can view your full legal rights under VCDPA (<https://lis.virginia.gov/cgi-bin/legp604.exe?211+ful+SB1392ES1>).

1. Collection and Use of Personal Information

Healthlink Dimensions collects personal information through healthcare professional website co-registrations, healthcare job boards, State Licensing Boards, telephone verification, and other authenticated healthcare sources.

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(c) Categories of Personal Information We have Collected:

* Identifiers  
  First and last name, birth date, postal address, email address, username, IP address, online identifier, and similar identifiers.
* First and last name, address, telephone number, email address, IP address, education, employment, employment history, professional medical information Some personal information included in this category may overlap with other categories.
* Commercial information  
  Records of Healthlink Dimensions data and related products licensed or used.
* Internet or other similar network activity  
  Browsing history, search history, information on a consumer’s interaction with a website, application, or advertisement.
* Geolocation data  
  Location data based on an IP address.

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(b) Healthlink Dimensions has not collected the following types of personal information:​​​

* Protected classification characteristics under Virginia or federal law  
  Unless you are a Healthlink Dimensions employee or applicant, we have not collected information relating to race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).
* Commercial information  
  Records of personal property purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
* Biometric information  
  Unless you are a Healthlink Dimensions employee or applicant, we have not collected genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.
* Professional or employment-related information  
  Healthlink Dimensions does collect employee or applicant and consumer information related to your current employment or prior job history.
* Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)  
  Unless you are a Healthlink Dimensions employee or applicant, Healthlink Dimensions has not collected your education records maintained by an educational institution, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.
* Inferences drawn from other personal information  
  Unless you are a Healthlink Dimensions employee or applicant, we have not collected a profile reflecting your preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, or aptitudes.
* Sensory data  
  Audio, electronic, visual, thermal, olfactory, or similar information.
* Data from children under the age of 16  
  Any personal information related to children under the age of 16. If you are a child under the age of 16, please do not provide your personal information to us.

(c) Recipients of Shared Information

We share your personal information with Healthlink Dimensions affiliates and subsidiaries, vendors, partners, and service providers (when you have approved such sharing) to provide services transactions. We also share data with Healthlink Dimensions affiliates and subsidiaries, with vendors working for us, when required by law or legal process, to protect lives, to maintain the security of our products, to provide support services and to protect the rights and property of Healthlink Dimensions and its customers. For example, we may share information with our partners to complete a business transaction with you or to provide support during your use of our products and services.

3. Virginia Privacy Rights

(a) Right to Know

You have the right to request that we disclose to you the following information about personal information we collect from you:

* categories of personal information collected
* categories of sources of personal information collected
* the business or commercial purpose for collecting or selling personal information
* the categories of third parties with whom we share personal information
* the specific pieces of personal information we have collected about you over the past 12 months

(b) Right to Request Deletion of Personal Information

You have the right to request the deletion of your personal information collected or maintained by us, subject to certain exceptions permitted by law.

(c) Right to Opt-Out of Sale of Personal Information

We do not sell your personal information without your consent to third parties within the scope of VCDPA. You may submit a request to record your preference to opt out by emailing us at [privacy@healthlinkdimensions.com](mailto:privacy@healthlinkdimensions.com).

(d) Right to Opt-Out of Targeted Advertising

You have the right to opt-out of advertising based on personal data obtained from your activities over time and across websites not affiliated with HealthLink. However, this does not include activities within our website, Platform, or other services. If you wish to opt-out of targeted advertising you may submit a request to record your preference by emailing us at [privacy@healthlinkdimensions.com](mailto:privacy@healthlinkdimensions.com).

(e) Right to Non-Discrimination

You have the right to not be treated in a discriminatory manner for exercising your privacy rights. We do not use the fact that you have exercised or requested to exercise any privacy rights for any purpose other than facilitating a response to your request.

4. Exercising Your Virginia Privacy Rights

To exercise your rights, you can contact us:

* By email at privacy@healthlink.com
* By visiting this page on our website: (CCPA FORM LINK)

Once we receive your request, we are required to verify that you are the person that is the subject of the request. This verification process consists of matching identifying information provided by you with the information we have about you in our records. Upon making a request, you will be asked to provide your name, email address, and request details. A confirmation email will be sent to the email address you provide to begin the process to verify your identity. If we cannot verify your identity, we will not be able to respond to your request.

You may designate an authorized agent to exercise any of the above privacy rights on your behalf, subject to the agent request requirements under Virginia law.

Please note, for your safety and security, we will require authorized agents to provide proof of consent and designation of the authorized agent for the purpose of making the request, and will require authorized agents to provide information necessary to verify the identity of the individual who is the subject of the request. We may also require that an individual verify his/her own identity directly with us before we respond to an authorized agent’s request.

We reserve the right to deny requests in certain circumstances, such as where we have a reasonable belief that the request is fraudulent.

6. Right to Appeal

If your request to exercise any of your rights is denied, you have the right to submit an appeal at [privacy@healthlinkdimensions.com](mailto:privacy@healthlinkdimensions.com) with a subject of “Appeal - Virginia Privacy Rights Request'. If your appeal is also denied, you have the right to submit a complaint with the Virginia Attorney General at (<https://www.oag.state.va.us/consumer-protection/index.php/file-a-complaint>) in the event your appeal is denied.

7. For End Users of Healthlink Dimensions Software

As explained in our Privacy Policy, through our software platforms, we provide products and services to our customers that enable them to engage with end users. When our customers collect information from their end users through our products and services, this privacy notice does not apply to that collection of information. This is because our customers, as the data controllers, are directing the collection of that information, and has no direct relationship with our customers’ end users. Healthlink Dimensions does not control our customers’ collection or use of the end users’ personal information.

8. Changes

We reserve the right to change this Supplemental Information for Virginia Residents from time to time. Changes shall become effective on the date they are posted.

The following section provides supplemental information to any residents of US states that are covered under a comprehensive data privacy law, whose personal information we have collected. This list, as of this policy’s last revision, includes Colorado’s CPA, Connecticut’s CTDPA, Delaware’s DPDPA, Florida’s FDBR, Indiana’s ICDPA, Iowa’s ICDPA, Montana’s MCDPA, Oregon’s ODCR, Tennessee’s TIPA, Texas’ TDPSA, and Utah’s UCPA; though this list may expand as new state laws come into effect. This section applies to the personal information we collected from covered residents during the 12 months prior to the effective date of this Privacy Statement, depending on interactions with us.

1. Collection and Use of Personal Information

Healthlink Dimensions collects personal information through healthcare professional website co-registrations, healthcare job boards, State Licensing Boards, telephone verification, and other authenticated healthcare sources.

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(c) Categories of Personal Information We have Collected:

* Identifiers  
  First and last name, birth date, postal address, email address, username, IP address, online identifier, and similar identifiers.
* Personal information  
  First and last name, address, telephone number, email address, IP address, education, employment, employment history, professional medical information Some personal information included in this category may overlap with other categories.
* Commercial information  
  Records of Healthlink Dimensions data and related products licensed or used.
* Internet or other similar network activity  
  Browsing history, search history, information on a consumer’s interaction with a website, application, or advertisement.
* Geolocation data  
  Location data based on an IP address.

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(b) Healthlink Dimensions has not collected the following types of personal information:​​​

* Protected classification characteristics under covered state or federal law  
  Unless you are a Healthlink Dimensions employee or applicant, we have not collected information relating to race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).
* Commercial information  
  Records of personal property purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
* Biometric information  
  Unless you are a Healthlink Dimensions employee or applicant, we have not collected genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.
* Professional or employment-related information  
  Healthlink Dimensions does collect employee or applicant and consumer information related to your current employment or prior job history.
* Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)  
  Unless you are a Healthlink Dimensions employee or applicant, Healthlink Dimensions has not collected your education records maintained by an educational institution, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.
* Inferences drawn from other personal information  
  Unless you are a Healthlink Dimensions employee or applicant, we have not collected a profile reflecting your preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, or aptitudes.
* Sensory data  
  Audio, electronic, visual, thermal, olfactory, or similar information.
* Data from children under the age of 16  
  Any personal information related to children under the age of 16. If you are a child under the age of 16, please do not provide your personal information to us.
* Profiling information

Healthlink does not profile its consumers in the furtherance of automated decisions that may produce effects legal or equally significant, as defined in the Colorado Privacy Act.

(c) Recipients of Shared Information

We share your personal information with Healthlink Dimensions affiliates and subsidiaries, vendors, partners, and service providers (when you have approved such sharing) to provide services transactions. We also share data with Healthlink Dimensions affiliates and subsidiaries, with vendors working for us, when required by law or legal process, to protect lives, to maintain the security of our products, to provide support services and to protect the rights and property of Healthlink Dimensions and its customers. For example, we may share information with our partners to complete a business transaction with you or to provide support during your use of our products and services.

3. General State Privacy Rights

(a) Right to Know

You have the right to request that we disclose to you the following information about personal information we collect from you:

* categories of personal information collected
* categories of sources of personal information collected
* the business or commercial purpose for collecting or selling personal information
* the categories of third parties with whom we share personal information
* the specific pieces of personal information we have collected about you over the past 12 months

(b) Right to Request Deletion of Personal Information

You have the right to request the deletion of your personal information collected or maintained by us, subject to certain exceptions permitted by law.

(c) Right to Opt-Out of Sale of Personal Information

We do not sell your personal information without your consent to third parties within the scope of the covered laws. You may submit a request to record your preference to opt out by emailing us at [privacy@healthlinkdimensions.com](mailto:privacy@healthlinkdimensions.com).

(d) Right to Opt-Out of Targeted Advertising

You have the right to opt-out of advertising based on personal data obtained from your activities over time and across websites not affiliated with HealthLink. However, this does not include activities within our website, Platform, or other services. If you wish to opt-out of targeted advertising you may submit a request to record your preference by emailing us at [privacy@healthlinkdimensions.com](mailto:privacy@healthlinkdimensions.com).

(e) Right to Non-Discrimination

You have the right to not be treated in a discriminatory manner for exercising your privacy rights. We do not use the fact that you have exercised or requested to exercise any privacy rights for any purpose other than facilitating a response to your request.

4. Exercising Your State’s Privacy Rights

To exercise your rights, you can contact us:

* By email at privacy@healthlink.com
* By visiting this page on our website: https://www.healthlinkdimensions.com/consumerprivacyrights

Once we receive your request, we are required to verify that you are the person that is the subject of the request. This verification process consists of matching identifying information provided by you with the information we have about you in our records. Upon making a request, you will be asked to provide your name, email address, and request details. A confirmation email will be sent to the email address you provide to begin the process to verify your identity. If we cannot verify your identity, we will not be able to respond to your request.

You may designate an authorized agent to exercise any of the above privacy rights on your behalf, subject to the agent request requirements under your state’s law.

Please note, for your safety and security, we will require authorized agents to provide proof of consent and designation of the authorized agent for the purpose of making the request, and will require authorized agents to provide information necessary to verify the identity of the individual who is the subject of the request. We may also require that an individual verify his/her own identity directly with us before we respond to an authorized agent’s request.

We reserve the right to deny requests in certain circumstances, such as where we have a reasonable belief that the request is fraudulent. Please note that your state may provide you the right to appeal to this denial, in which case you may do so by emailing [privacy@healthlinkdimensions.com](mailto:privacy@healthlinkdimensions.com) with the subject line “Appeal - [Your State] Privacy Rights Request”.

5. Do Not Track

Various state laws require us to let you know how we respond to web browser Do Not Track (DNT) signals. Because there currently isn’t an industry standard for recognizing or honoring DNT signals, we do not respond to them at this time.

6. For End Users of Healthlink Dimensions Software

As explained in our Privacy Policy, through our software platforms, we provide products and services to our customers that enable them to engage with end users. When our customers collect information from their end users through our products and services, this privacy notice does not apply to that collection of information. This is because our customers, as the data controllers, are directing the collection of that information, and has no direct relationship with our customers’ end users. Healthlink Dimensions does not control our customers’ collection or use of the end users’ personal information.

8. Changes

We reserve the right to change this Additional State-Specific Disclosure listing from time to time. Changes shall become effective on the date they are posted.

## **HOW TO CONTACT US**

If you have any specific questions about this Privacy Policy, you can contact us via email or writing to us at the address below:

Send e-mail to: privacy@healthlinkdimensions.com

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Send mail to our address:

HealthLink Dimensions, LLC

Attn: Privacy Policy Inquiry

6 Concourse Parkway

Atlanta, GA 30328, U.S.A.

404.250.390

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Information about the consent to Salespanel for processing of personal data:

We obtain your consent to the processing of personal data on behalf of Salespanel.io. Information collected from cookies set in your device that qualify as personal data will be processed by Salespanel.

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The purpose of the processing of the personal data: Salespanel helps us to identify and qualify relevant leads by tracking their activities. This information is only meant to be used for our internal purposes and never shared with any kind of advertising services. Salespanel only uses first-party cookies and stores all client data in a fully encrypted environment and uses ECDSA Signature with SHA-256 for data exchange. In order to learn more about Salespanel's privacy policy, please visit: https://salespanel.io/privacy/

You may at any time withdraw your consent to this processing. Such withdrawal may be made either by contacting us or by contacting Salespanel Directly:

Salespanel / Vardhaman Syndicate

https://salespanel.io

303, Lunkad Skymax,

Viman Nagar, Pune.

India - 411014

Email at: support(at)salespanel.io