

## **HealthLink Dimensions Network Privacy Policy**

Last Updated: July 9, 2025

### **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 is a data market participant providing healthcare data solutions to healthcare and life science organizations to improve master data management, compliance, and marketing initiatives.

This Privacy Statement describes, in general terms, how we collect your information, why we collect it, how we use or share your information, and your privacy rights, including how to access, update or delete your information. It 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”), provider information databases, digital marketing tools, HealthLink SaaS Provider Research Portal and Web API (collectively, “Services”).

Our business is operated from the United States. No matter which country you live in, or access our Sites or services from, you authorize us to transfer, store, and use your information in the United States. The privacy and data protection laws in the U.S. may vary from those in the country where you live. If you do not agree to the transfer, storage, and use of your information in the U.S., and any other country where our service providers may access information, please do not use the Sites or Services.

This Privacy Statement applies to all of the Sites and services offered by HealthLink and its affiliates on its own or through its partner’s sites. Our customers may collect personal information from their end users, where they, as the data controllers, are directing the collection of that information. HealthLink Dimensions does not control our customers’ collection or use of the end users’ personal information. Our privacy practices do not apply to services offered by our customers or other companies, including products or sites that may be displayed to you or linked from our Services. Our privacy practices do not extend to the websites or applications of our business partners even if our brand is displayed. We have no control over the data collection practices of these third-party websites and applications, and are not responsible for the information they collect. We recommend reviewing the privacy policies of these third-party entities.

If you have any questions or comments about this Privacy Statement, please email us at [Privacy@HealthLinkDimensions.com](mailto:Privacy@HealthLinkDimensions.com).

## **PERSONAL INFORMATION COLLECTED**

We collect and process personal information by lawful and fair means, without deception. Our collection and processing practices are designed to respect your privacy rights and comply with applicable data protection laws.

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

We may collect any information you submit to a Site or Service, including:

- First and last name
- Birth date
- Email address
- Postal address
- Telephone number
- Username
- Education
- Employment history
- Geographic preference for employment
- Professional information
- Records of HealthLink Dimensions data and related products licensed or used.
- Interaction with a Site, Service, or advertisement.

### **Personal Information Collected Automatically:**

When you visit a Site or interact with a Service, we collect some personal information automatically, including:

- Browser information
- Operating system information
- Browsing history
- Device information

- IP address
- Location data based on IP address
- Internet service provider

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 where you have consented to their sharing, or they have another lawful basis for processing and sharing your information.

We may collect some personal information through healthcare professional website co-registrations, healthcare job boards, state licensing boards, telephone verification, and other authenticated healthcare sources, including:

- Hospitals and healthcare providers
- Continuing Medical Education (CME) programs
- Health plans
- Public records and publicly available sources
- Third-party data providers (in compliance with applicable laws).

#### **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 information. In some cases, we may not be able to delete Client Information, and in such cases, we will tell you why.

#### **Information about our Client's Contacts**

We collect information about any contacts that may be uploaded into the HealthLink Platform ("Information about our HealthLink'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. In some cases, they may not be able to delete such information, and we will communicate that to you.

### **Children's Data**

HealthLink services are not intended for use by children under the age of 13, and we do not knowingly collect personal information from anyone under 13 years of age. If you are under 13, please do not use this site, provide any personal information, or attempt to register an account. If we become aware that we have inadvertently collected personal information from a child under 13 without verified parental consent, we will take immediate steps to delete that information from our records. If you believe we may have collected personal information from a child under 13, please contact us promptly at [Privacy@HealthLinkDimensions.com](mailto:Privacy@HealthLinkDimensions.com).

### **USE OF YOUR PERSONAL INFORMATION**

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

- Fulfill the purpose for which the information was provided
- Provide you with requested services
- Enable you to access and use the Sites
- Enable you to communicate with us
- Contact you to request feedback about your experience with our products and services or learn about your demographics, preferences, or interests
- Provide you with behavioral or targeted advertising
- Analyze data at an aggregate to personalize and enhance your experience while interacting with our Sites and Services
- Operate, protect, improve, and optimize the Sites
- Analyze information, insights, and actions on our Sites or Services
- Comply with all applicable legal requirements
- Investigate possible fraud or other violations of our Terms.

- **Legal Compliance:** In certain situations, we may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements. We may also disclose your personal information as required by law, such as to comply with a subpoena or other legal process, when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request.

We will ask for your consent before using information for any purpose other than that described in this Privacy Statement.

## **INFORMATION SHARING**

We share some of your information with advertising and analytics partners like DeepIntent, Google, LinkedIn, Meta, PulsePoint, Relevante Health, 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.

## **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.

### **Legitimate Interests**

We process this information given our legitimate interest in providing our Services within our relationship, and may do so as long as our interests are not overridden by your privacy rights. In some cases, your use of our Services or interaction with our Sites may indicate your implied consent to the collection and use of your information as described in this Privacy Statement.

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 at [Privacy@HealthLinkDimensions.com](mailto:Privacy@HealthLinkDimensions.com).

## **DATA MINIMIZATION**

We keep personal information in an identifiable form only for as long as necessary to fulfill the processing purposes that have been communicated and for which there is a lawful basis. For data that needs to be retained for longer periods (e.g., for research or optimization-related purposes), we may implement pseudonymization or similar anonymization techniques to limit the risk to individuals. These measures are designed to ensure data protection while allowing us to derive valuable insights and improve our services.

## **COOKIES & TRACKING TECHNOLOGIES**

In order to collect and use personal information about you, HealthLink uses cookies and other similar tracking technologies (collectively, “Cookies”).

### **Cookie Notice**

Personal information 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 (targeted cookies).

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

- to recognize your device when you visit a Site
- to improve a Site’s usability
- to analyze the use of a Site
- to personalize a Site for you.

### **Third Party Cookies**

Some Sites may use third-party cookies for any of the above purposes. These may include, but are not limited to, Google Analytics, HubSpot, ZoomInfo, and Visual Visitor.

### **Web Beacons**

Pages of our Services or content within our emails 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).

### **Clickstream Data**

Clickstream data is information collected by our computers when you request web pages from a Site. 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.

### **“Do Not Track” Signals**

Our Sites do not respond to Do Not Track (DNT) signals.

## **INFORMATION RETENTION**

We will retain your personal information for the period necessary to provide you with HealthLink services and for the legitimate and essential business purposes for which it was collected, or to comply with applicable legal requirements. Our data retention policy and schedules are designed to ensure that we do not keep your information longer than needed. Subject to applicable regulatory and legal requirements, specific retention periods may vary depending on the type of information and the purpose for which it is used.

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

By providing your email address, you agree that we may contact you with any Service related notices, to provide you with information about our Services, and to notify you of any changes in our privacy practices.

At any time, you can submit a request via a Site, follow a link provided in each of our emails, or email us at [Privacy@HealthLinkDimensions.com](mailto:Privacy@HealthLinkDimensions.com).

## **SECURITY**

We take the security of your personal information seriously and are committed to protecting it from unauthorized access, use, disclosure, alteration, or destruction. We have implemented a combination of technical, administrative, and physical safeguards commensurate with the sensitivity and volume of the personal information we maintain. 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.

### **How We Protect Your Information**

To help safeguard your information, we use a variety of security measures, including but not limited to:

- Access Control
- Data Minimization
- Encryption
- Firewalls
- Logging & Monitoring
- Network Security
- Privacy Training
- Security Awareness Training
- System Security.

### **SUB-PROCESSOR EVALUATION**

We utilize several types of sub-processors to process individuals' data, including but not limited to:

- Data quality service providers
- Development and technology partners
- Information security vendors
- Software providers
- Sales and customer service platforms

Sub-processors are subject to our data protection requirements and ongoing monitoring. We have implemented a rigorous process for evaluating and monitoring our sub-processors to ensure they have effective safeguards in place. This evaluation process is designed to verify that our sub-processors comply with the controls and standards outlined in this Privacy Statement and with applicable laws.

### **YOUR PRIVACY RIGHTS**



We maintain a policy to honor and respond to privacy concerns or requests from all individuals. However, some states have enacted data privacy laws to provide their residents with additional rights. The following section provides supplemental information to residents of California and others whose personal information we have collected. If you are a California resident, your rights under the California Consumer Privacy Act (“CCPA”) are available at <https://oag.ca.gov/privacy/ccpa>.

### **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 personal information we have collected about you over the past 12 months.

### **Right of Correction/Rectification**

You have the right to amend or update inaccurate or incomplete personal information.

### **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. If you decide to delete your information, we will delete any data associated with that request within 45 days.

### **Right to Opt-Out of Sale of Personal Information**

We do not sell your personal information without your consent. You may submit a request to record your preference to opt out by emailing us.

### **Right to Opt-Out of Targeted Advertising**

You have the right to opt-out of advertising based on personal information. If you wish to opt-out of targeted advertising, you may submit a request to record your preference.

### **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.

### **Shine the Light Laws**

Additionally, California has, and other states may enact “shine the light laws” for residents to request information about how their personal information is shared with third parties for direct marketing purposes. 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](mailto: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.

### **Exercising Your Privacy Rights**

To exercise a privacy right, you can contact us:

- By email at [Privacy@HealthLinkDimensions.com](mailto:Privacy@HealthLinkDimensions.com).
- By visiting <https://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 personal information already collected.

You may designate an authorized agent to exercise any of the above privacy rights on your behalf. 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.

## **DISPUTE RESOLUTION**

If you have an unresolved privacy or data use concern that we have not addressed satisfactorily, please contact our U.S.-based third party dispute resolution provider (free of charge) at <https://feedback-form.truste.com/watchdog/request>.

## **CHANGES TO THIS PRIVACY STATEMENT**

We reserve the right to change our privacy practices. We will post any Privacy Statement changes on this page and inform you of the changes by email. Continued use of a Site or Service is your acknowledgement of the Privacy Statement in effect at the time of your use or interaction.

## **HOW TO CONTACT US**

If you have any specific questions about our privacy practices, you can contact us via email or write to us at the address below:

Send e-mail to: [Privacy@HealthLinkDimensions.com](mailto:Privacy@HealthLinkDimensions.com)

Send mail to our address:

HealthLink Dimensions, LLC

Attn: Privacy Inquiry

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