

PHILIPS PRIVACY STATEMENT for Philips Lifeline Self-Service Portal

This Privacy Statement relates to the Philips Lifeline Self-Service Portal. This is a statement about Philips Lifeline's privacy practices, not a contract or agreement.

GENERAL. When you access and use the Philips Lifeline Self-Service Portal ("**Self-Service Portal**"), Philips Lifeline will obtain certain personal and sensitive information or data about you. It will be data that (1) you or your authorized caregiver provided to us to create and maintain your account, or (2) to pay for the PERS Service, and (3) we obtain as a part of your subscription to and provision of the PERS Service. How Philips Lifeline stores, uses, transfers and otherwise processes that personal information is explained in this "**Privacy Statement**" and, more generally, in the "**Privacy Policy**" found on the Philips corporate site.

Examples: Some (but not all) examples of data that might be associated with the user from the Self-Service Portal are:

- The name, address and contact information of you, the Subscriber, the Payer or other individuals you have identified to provide assistance.
- Health and medical information.
- Financial information

WHY IS YOUR PERSONAL DATA BEING PROCESSED? The information we collect from you is used to complete and support the activity for which you provided the information, for example, to provide the PERS Service to you as well as to provide information on other related Philips' products or services about which Philips feels you may be interested. We may collect Personal Data to process your subscription or the subscription for another individual for whom you are authorized to act on his/her behalf, all to provide the PERS Service. Further, we also collect your personal information to enhance, evaluate, develop and improve the products and services offered by Philips. Lastly, we may ask you for information when you report a problem with any products or services or we may keep a record of any related correspondence in the event that you contact or your authorized caregiver or representative contacts us.

IP ADDRESS AND COOKIES. Cookies contain information that is transferred to your computer's hard drive. During the course of your use of the Self-Service Portal, we may utilize cookies, as well as collect information about your computer, such as your IP Address, your operating system and browser. This information is used as part of the user authentication process and for system administration. If you refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies, you will not be able to utilize the Self-Service Portal. The cookie will not be saved to your hard drive after the termination of your session. Additionally, the use of Cookies will help us improve our website and develop better and more personalized services.

WHO WILL RECEIVE YOUR DATA? Generally, we will only use your personal information to process information related to your subscription of the PERS Service or for the subscription of someone for whom you are authorized to act on his/her behalf. Certain personal data, however, will be disclosed to our trusted third parties in the following circumstances:

- We will disclose your personal information to a third party to process the subscription for the PERS Service, including processing the associated payments.

- We will disclose only the minimum necessary personal information to Notifies, Responders, and any other third parties identified by you and/or involved in providing the PERS Service,
- We will store your personal information with a third party database provider in order to facilitate your requests for more information and for further communications.
- We may need to disclose your information, including your IP address and certain cookies, to our third party business partners that we may engage to assist us with the administration of your account or helping us operate the PERS Service, including auditing its operations, investigation of any security incidents, or similar such engagements.
- Uses and disclosures necessary to comply with a legal obligation upon us under applicable law or to comply with a government agency or other government authority requiring such access.

HOW WILL YOUR PERSONAL DATA BE STORED? Your personal data will be stored by Philips Lifeline on servers located in the Framingham, Massachusetts, U.S.A.

HOW TO CONTACT PHILIPS WITH INQUIRIES ABOUT PROCESSING YOUR DATA. If you have an inquiry about Philips' use and disclosure of your data, please contact Philips Lifeline at 1-800-635-6156 or via e-mail at hipaaprivacyofficial@lifelinesys.com.

CHANGES TO THIS PRIVACY STATEMENT. This Privacy Statement may change from time to time. The most current version of the Privacy Statement will always appear on the Self-Service Portal. The most recent version shall supersede any and all other versions of this Privacy Statement. Philips Lifeline reserves the right to change or modify this Privacy Statement at any time and at its sole discretion by posting revisions.

HOW YOU CAN UNSUBSCRIBE FROM COMMUNICATIONS, DELETE OR CHANGE YOUR DATA. You will have the ability to review all of your personal information in the Self-Service Portal by logging into your Self-Service Portal account. Additionally, you can opt-out of receiving direct communications from Philips Lifeline at any time by selecting the Unsubscribe button available on any electronic communication that you receive or by contacting Philips Lifeline at 1-800-635-6156. You can request edits or deletion of any of your personal information only by contacting the Philips Lifeline at 1-800-635-6156.

PLEASE SEE ALSO Philips' Privacy Policy, also applicable to you, at the following URL: <http://www.usa.philips.com/privacypolicy>.