



PRIVACY NOTICE

EFFECTIVE DATE: JUNE 23, 2023

Knnex Health, Inc. (“Knnex Health,” “we,” “us,” or “our”) owns and operates the Knnex Health websites and other services that link to this Privacy Notice (collectively, “Site”). Knnex Health values and respects the privacy of its customers and visitors (“User,” “You,” “you,” or “your”). Knnex Health is committed to the privacy of your information. The purpose of this Privacy Notice is to provide you with information about Knnex Health’s policies regarding the collection, processing, use, storage, and disclosure of information when you access our Site. This Privacy Notice also describes how you may contact us if you have further questions about Knnex Health’s use of your information. This Privacy Notice also describes the choices you can make about our use of your information.

We may update or modify this Privacy Notice at any time, by posting the updated version including the effective date of the updated version. Please review this Privacy Notice periodically for any updates or changes. This Privacy Notice is binding on all those who access our Site, whether acting as an individual or on behalf of an entity, including you and all persons, entities, or digital engines of any kind that harvest, crawl, index, scrape, spider, or mine digital content by an automated or manual process or otherwise. Please read this Privacy Notice carefully. Your continued use of the Site is considered your acceptance of these terms, and you agree to the terms of this Privacy Notice and the collection and use of information in accordance with this Policy. If you do not agree to be bound by this Privacy Notice or any subsequent modifications, you should not access our Site or disclose any personal information through our Site. This Privacy Notice is incorporated into our [Terms of Use](#).

1. How to Contact Us

If you have any questions or concerns about our use of your Personal Information (defined below), please do not hesitate to contact us through any of the methods below.

Email: info@knnexhealth.com

Mail: Knnex Health, Inc.
725 Cool Springs Blvd
Franklin, TN 37067

Attn: Sean Fitzsimmons, CEO

Phone: (615)241-6142

2. Personal Information

While using our Site, we may ask you to provide us with certain personally identifiable information (“Personal Information”). Personal Information is information that identifies, relates to, describes, can reasonably be associated with, or can reasonably be linked to a particular individual or household.

We collect information from you both when you provide it voluntarily and also automatically when you access our Site. We may also collect Personal Information from other sources, as described below.

We may collect Personal Information from you and any devices (including mobile devices) you use when you: use our Site, subscribe to a newsletter, contact Knnex Health via phone, email, postal mail, or other means, connect with Knnex Health, respond to Knnex Health’s communications to you, such as surveys



PRIVACY NOTICE

EFFECTIVE DATE: JUNE 23, 2023

or requests for feedback. Please remember that any information that is disclosed in public comments, forums or other areas enabling other users to submit comments (“[Forums](#)”) becomes public information, is not maintained or treated as confidential, and you should exercise caution when deciding to disclose your Personal Information.

In addition, we may also collect Personal Information about you from third parties in connection with our Site, including from the following sources:

- Service providers (including hosting providers)
- Data analytics service providers
- Email, chat, survey, feedback, and other communications service providers
- Customer service providers
- Advertising providers
- Social media platforms
- Promotional partners

If we combine or associate information from other sources with Personal Information that we collect through the Site, we will treat the combined information as Personal Information in accordance with this Privacy Notice.

3. Information We Collect

We may collect the following categories of Personal Information from you, depending on your interactions with our Site and the choices you make, as further described in the chart below:

Category	Data Types	
Identifiers	Name, email address, postal address, social media usernames, telephone number, organization name, and Internet Protocol (IP) address.	
Interactions	Interaction records and other information you post or otherwise submit to the Site, including emails or other communications you provide to us.	
Internet / Electronic Network Activity	Browser History	Data about the webpages you visit, including without limitation web browser specifications, websites visited before accessing our Site, and websites visited after leaving our Site.
	Device, Connectivity, and Configuration Data	Data about your device and nearby networks, including internet connection information, computer equipment information, regional and language settings.



PRIVACY NOTICE

EFFECTIVE DATE: JUNE 23, 2023

Category	Data Types	
	Location Data	Data about your device’s location, which is inferred from your internet connection data, your IP address, and your postal address.
Demographic Data	Data about you such as your business or company information, professional experience, educational background, professional reference contact information, social media URLs, and other data reflecting your preferences for our Sites.	
Third-Party Social Network Services	If you choose to access, visit, and/or use any third-party social networking service(s) that may be integrated with our Site, we may receive your Personal Information and other information about you and your computer, mobile, or other device that you have made available to those social networking services, including information about your contacts through those services. Some social networking services will facilitate registration or enhance or personalize your experience on our Site. This includes if you “follow,” “like,” or link your social networking account to our Site. Your decision to use a social networking service in connection with our Site is voluntary. However, you should make sure you are comfortable with the information your third-party social networking services may make available by reviewing privacy policies of those providers and/or modifying your privacy settings directly with those networking services.	

4. How We Use Information

We generally process your information when we need to do so to fulfill a contractual obligation or where we or someone we work with needs to use your Personal Information for a reason related to their provision of services on our behalf. We only process Personal Information for such legitimate interests as further detailed in the chart below:

Collection Type	Description	How We Use Information Collected
Newsletter / Promotional Subscription Information	You may provide your email address in order to receive our newsletter via email. You can stop receiving promotional email communications from Knnex Health at any time by clicking on the “unsubscribe” link at the bottom of any promotional email you receive from us or by contacting us either by email info@knnex.com or by calling us at (615) 241-6142.	<ul style="list-style-type: none"> To contact you with newsletters, marketing or promotional materials and other information that may be of interest to you.



PRIVACY NOTICE

EFFECTIVE DATE: JUNE 23, 2023

Collection Type	Description	How We Use Information Collected
Customer Service Information	<p>This may include any information that you choose to provide, whether by phone, email, mail, or chat, to our customer service representatives or other Knnex Health employees.</p>	<ul style="list-style-type: none"> ▪ To provide, maintain, operate, personalize and improve our Site and services. ▪ To evaluate and improve the content of our Site. ▪ To respond to your questions and requests. ▪ To provide customer support. ▪ To allow you to participate in interactive features of our Site when you choose to do so.
Demographic Data	<p>We may collect such Personal Information when you utilize our Site, contact us, and respond to our communications to you. Demographic data may include data about:</p> <ul style="list-style-type: none"> ○ Your business or company information; ○ Your professional experience; ○ Your educational background; ○ Your professional reference contact information, ○ Social media URLs; and ○ Other data reflecting your preferences for our Site. 	<ul style="list-style-type: none"> ▪ To provide, maintain, operate, personalize, and improve our Site. ▪ To evaluate and improve the content of our Site. ▪ To provide customer support. ▪ To monitor the usage of our Site. ▪ To gather analysis and assess trends and interests.
Third-Party Data	<p>This may include both Personal Information and non-personally identifiable data from our partners, vendors, data brokers or public sources.</p>	<ul style="list-style-type: none"> ▪ To provide, maintain, operate, personalize, and improve our Site. ▪ To monitor the usage of our Site. ▪ To gather analysis and assess trends and interests. ▪ To work with our service providers who perform certain business functions or services on our behalf.

Collection Type	Description	How We Use Information Collected
Third-Party Data (Continued)		<ul style="list-style-type: none"> ▪ To provide you with advertising content in which we think you will be interested. As part of this customization, we may observe your behaviors on the Site or on other websites.
Location Information	<p>We may collect general location information if you use features on our Site that provide location-based services.</p>	<ul style="list-style-type: none"> ▪ To provide you with location-based services. ▪ To monitor the usage of our Site. ▪ To gather analysis and assess trends and interests. ▪ To customize the Site to your preferences and location.
Anonymized Information	<p>We use anonymized and aggregated information that may be created or derived from your Personal Information or usage of our Site for purposes that include data analysis, improving our Site, advertising, and developing new features and functionality within our Site.</p>	<ul style="list-style-type: none"> ▪ To provide, maintain, personalize, and improve our Site. ▪ To monitor the usage of our Site. ▪ To prevent or investigate fraud. ▪ To gather analysis and assess trends and interests. ▪ To conduct aggregate or research analysis to enhance, protect, and make informed decisions on our Site. ▪ To detect, prevent, and address technical issues. ▪ To enforce our agreements, terms, conditions, and policies. ▪ To help maintain the safety, security, and integrity of our Site and technology assets.
Usage Information	<p>This can be Personal Information and non-Personal Information that may be collected about you when you are using our Site, and this may include:</p>	<ul style="list-style-type: none"> ▪ To improve our content and the products, services, materials, and other content we make available through the Site. ▪ To optimize the display of our Site on your device. To create, maintain

Collection Type	Description	How We Use Information Collected
<p>Usage Information (Continued)</p>	<ul style="list-style-type: none"> o Information about your interactions with our Site, which includes the date and time of any information you enter into our Site and your interactions with other users of our Site and what content or features you interacted with. o Technical data which may include URL information, cookie data, web beacons, web pixels, clickstream information collection, and other tracking technology information, your IP address, the types of devices you are using to access or connect to our Site, unique device IDs, device attributes, network connection type (e.g., WiFi, 3G, LTE, Bluetooth) and provider, network and device performance, browser type, language, and operating system. Further details about the technical data that is processed by us can be found below. <p>Our Site uses cookies, unique identifiers and similar technologies to collect information over time and across different websites when you use or visit our Site. We or our third-party partners use common tracking tools to collect information about the pages you view, our Site functions that you access, the buttons and icons you click, and to remember your login information and Site settings to make it easier and more efficient for you to use our Site, and to provide advertising content that we think may be of interest to you.</p>	<p>and personalize your interactions with us.</p> <ul style="list-style-type: none"> ▪ To provide, maintain, personalize, and improve our Site. ▪ To provide customer support. ▪ To monitor the usage of our Site. ▪ To allow you to participate in interactive features of our Site when you choose to do so. ▪ To gather analysis and assess trends and interests. ▪ To enforce our agreements, terms, conditions, and policies. ▪ To detect, prevent, and address technical issues. ▪ To prevent or investigate fraud. ▪ To provide you with advertising content in which we think you will be interested. As part of this customization, we may observe your behaviors on the Site or on other websites. ▪ To help maintain the safety, security, and integrity of our Site and technology assets. ▪ To investigate complaints and potential violations of our policies.

Collection Type	Description	How We Use Information Collected
Usage Information (Continued)	<p>We or our third-party partners may use invisible pixels or beacons on our Site to count how many users access or use certain pages, features or content.</p>	
	<p>Cookies. Cookies are small data files that are downloaded onto your computer or mobile device when you use our Site, which are unique to your device or account. Cookies make it easier for you to use our Site by saving your preferences so that we can use these to improve your next and subsequent visits to our Site. Cookies help us learn which areas of our Site are useful and which areas need improvement.</p> <p>You can choose whether to accept cookies by changing the settings on your browser or device. Each browser has its own methods for doing this. For detailed instructions on how to disable, block or delete cookies in your browser, consult your browser's help files or visit How to Manage Cookies. Please bear in mind that if you choose to disable this function, your experience with our Site may be impaired and some features may not work as they were intended. When we use cookies or other similar technologies, we may set the cookies ourselves or ask third parties to do so to help us.</p> <p>Please note that our Site is not set up to respond to Do Not Track (DNT) signals, but it does respond to browser cookies settings. You may opt-out from receiving personalized advertising from some third parties by visiting here. Please note that these choices will not opt you out of receiving advertisements. You will continue to receive generic advertisements. Like many websites, we use analytics, including Google Analytics. You may find out more about how Google Analytics collects and processes data by visiting "How Google uses data when you use our partners' sites or apps" found here. Further, you can elect to directly opt out of Google Analytics using your information by using the opt-out browser add-on, which you can learn about here.</p>	
	<p>Pixels, Web Beacons. This information may be collected and reported in the aggregate. We may use this information to improve our current Site offerings, develop new products or services, and target information to you that may be helpful and useful to you based upon your use of our Site.</p>	

5. Sharing Your Information

We may share non-Personal Information with third parties at our discretion. In connection with our Site, we may share your Personal Information with certain third parties who we engage to help us run our business and perform the Site, including under the following circumstances:



PRIVACY NOTICE

EFFECTIVE DATE: JUNE 23, 2023

- a. Service providers that help us to administer and provide the Site (for example, a web hosting company whose services we use to host our platform).
- b. Software and service providers we use to manage and process your information, for example, providers of payment processing software (e.g., payment processing software).
- c. Corporate affiliates, including corporate parents, subsidiaries, other affiliated entities and associated entities, and customers. Knnex Health is a wholly owned subsidiary of Medacta Group S.A.
- d. Google Analytics, a service provided by Google, Inc., to gather information about how you and other users engage with our Site and to allow tracking technologies and remarketing services on the Site through the use of first party cookies and third-party cookies, to, among other things, analyze and track users' use of the Site, determine the popularity of certain content and better understand online activity. For more information about Google Analytics, please visit their company's [Privacy and Information](#) website.
- e. Marketing service providers we use to communicate with you.
- f. Advertising service providers we use to assist us in providing personalized advertising on third-party websites.
- g. Business partners, including promotional partners who are helping us run a joint promotion or who provide a product or service in partnership or collaboration with us in participating regions.
- h. Third parties in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings).
- i. Other third parties that you expressly request or authorize us to share your Personal Information with.

Additionally, we will share your Personal Information with third parties where required by law, where it is necessary in connection with our Site or products, where it is necessary to respond to requests from courts, law enforcement agencies, regulatory agencies, and other public and government authorities, where necessary to protect our rights, privacy, safety or property, and/or that of our affiliates, you, or others, where necessary to detect, prevent, or otherwise address fraud, security, or technical issues, or where we have another legitimate interest in doing so. Knnex Health does not share Personal Information with public and government authorities absent a court order or other legally enforceable request.

Knnex Health does not sell Personal Information to third parties. Furthermore, Knnex Health will not use your name or the name of your company in any marketing statements without your permission.

Most of the third parties with whom we share your Personal Information are located and store your information in the United States, although some may be located or store your information outside of the United States.



PRIVACY NOTICE

EFFECTIVE DATE: JUNE 23, 2023

6. Acknowledgement

To the extent that you provide or transmit any information, including, but not limited to, any Personal Information and any information that identifies any other individual (including without limitation name, email address and/or telephone number), to Knnex Health or our third-party service or data providers, licensors, or distributors ("Representatives") through the Site, you warrant that (a) you are providing or obtaining only your own information or the information of others which you are authorized to provide to third parties and/or obtain from third parties on their behalf; and (b) the use of such information by Knnex Health and its Representatives will not infringe upon or misappropriate the intellectual property rights or otherwise violate the rights of any third parties.

7. How We Safeguard Your Information

The security of your data is important to us but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security. Any transmission of Personal Information is at your own risk. By using our Site, you acknowledge and accept these risks. As a result, we cannot guarantee or warrant the security of any information you disclose or transmit to us or that are otherwise provided to us and we cannot be responsible for the theft, destruction, or inadvertent disclosure of information. It is your responsibility to safeguard any passwords, ID numbers, or other special access features associated with your use of the Site. Any transmission of information is at your own risk.

8. How Long We Store Your Information

We will retain your Personal Information only for as long as you use our Site or as necessary for the legitimate business purposes set out in this Privacy Notice. We will retain and use your Personal Information to the extent necessary to comply with our legal, accounting, or reporting obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes and enforce our legal agreements and policies. Additionally, we may continue to store your Personal Information contained in our standard back-ups. We may retain your Personal Information for a reasonable amount of time for archival purposes. Furthermore, we may retain and continue to indefinitely use your Personal Information contained in your communications to other users.

We also will retain Usage Information for internal analysis purposes. Usage Information is generally retained for a shorter period of time, except when Usage Information is used to strengthen the security or to improve the functionality of our Site, or we are legally obligated to retain Usage Information for longer periods.

9. Transfer of Data; Special Notice to Non-U.S. Users

Your information, including Personal Information, may be transferred to – and maintained on – computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction. Your consent to this Privacy Notice followed by your submission of such information represents your agreement to that transfer. Services are provided



PRIVACY NOTICE

EFFECTIVE DATE: JUNE 23, 2023

solely to individuals located in the United States. By using the Services, you represent that you are located in the United States and you consent to the general use and disclosure of your Personal Information in the United States.

10. Policy on Children's Information

Our Site is not created for anyone under the age of 13 ("Children" or "Child"). By using the Site, you represent that you are at least 13 years old. If you do not meet this age requirement, then you must not access or use our Site.

We do not knowingly collect personally identifiable information from anyone under the age of 13, and we do not target the Site to Children. If you are a parent or guardian and you are aware that your Child has provided us with Personal Information, please contact us through one of the methods listed under "**How to Contact Us**" above. If we become aware that we have collected Personal Information from Children without verification of parental consent, we take reasonable steps to remove that information from our servers.

For more information about the Children's Online Privacy Protection Act ("COPPA"), which applies to websites that direct their services to children under the age of thirteen (13), please visit the [Federal Trade Commission's website](#).

11. Links to Other Sites

Our Site may contain links to third-party websites that are not operated or maintained by Knex Health. If you click on one of those links, you will be taken to websites we do not control. By providing a link to a third-party website, we are not endorsing or attempting to associate with any other entity, their content or services, or the persons or entities associated with those websites. This Privacy Notice does not apply to the information practices of those third-party websites. You should read the privacy policies of third-party websites carefully. We are not responsible for the content, privacy policies, actions or security of third-party websites.

12. Governing Law and Jurisdiction

This Privacy Notice shall be construed and governed under the laws of the United States and State of Tennessee (without regard to rules governing conflicts of laws principles). You agree that exclusive venue for all actions, arising out of or relating in any way to your use of our Site, shall be in a court of competent jurisdiction located in Davidson County, Tennessee. Each party waives any objections based on forum non conveniens and waives any objection to venue of any action instituted hereunder to the extent that an action is brought in the courts identified above. Each party consents to personal jurisdiction in the courts identified above.