

Consumer Health Data Privacy Notice

Effective Date: January 2026

This Consumer Health Data Privacy Notice (“**Notice**”) supplements the TailorMed Medical Inc. (“**TailorMed**”, “**we**”, “**us**”, “**our**”) general Privacy Notice (“**Privacy Notice**”). This Notice applies to the collection and processing by TailorMed of “Consumer Health Data”, as such term is defined by applicable laws, including the Washington’s My Health My Data Act (“**MHMD Act**”), Nevada’s Consumer Health Data Privacy Law, Connecticut’s Data Privacy Act, and other United State health privacy laws, as each are amended and become effective (collectively, “**US Health Privacy Laws**”).

This Notice sets out our commitments and explains the rights that you have with respect to your Consumer Health Data.

If you do not agree to the terms of this Notice, please do not use the service provided by us.

1. What is Consumer Health Data?

“**Consumer Health Data**” means Personal Information that is linked or reasonably linkable to a consumer and that identifies the consumer’s past, present, or future physical or mental health status. It includes information such as individual health conditions, treatment, diseases, or diagnosis; social, psychological, behavioral, and medical interventions; use or purchase of prescribed medication; diagnosis or diagnostic testing, treatment, or medication; and precise location information that could reasonably indicate a consumer’s attempt to acquire or receive health services or supplies.

Consumer Health Data does not include, among other things, data that cannot reasonably be used to infer information about, or otherwise be linked to, an identifiable or identifiable individual, or a device linked to such an individual.

“Personal Information” is defined by the MHMD Act as information that identifies or is reasonably capable of being associated or linked, directly or indirectly, with a particular consumer. “Personal Information” includes but is not limited to, data associated with a persistent unique identifier, such as a cookie ID, an IP address, a device identifier, or any other form of persistent unique identifier. Personal Information does not include publicly available information or deidentified data.

2. Our Collection of Consumer Health Data

To provide our services, products, tools, and features, we may collect and process information about you, including information that could be considered Consumer Health Data.

Depending on how you interact with us and the use of our services, we may collect the following information as described in the section below, "Categories of Consumer Health Data We Collect".

3. Categories of Consumer Health Data We Collect

We may collect or receive the following categories of Consumer Health Data listed below. Not all categories will be collected or received for every individual.

- a) Information about your health condition, status, symptoms, or treatment information, such as health conditions or diagnoses, health treatments and services (such as surgeries, procedures, or other mental or physical interventions), and medications.
- b) Information identifying a health-related surgery or procedure.
- c) Information identifying the purchase of prescribed medication.
- d) Information identifying bodily functions, vital signs, symptoms, or health measurements, such as purchase of products used to address a specific, identifiable function or symptom.
- e) Information identifying diagnoses or diagnostic testing, treatment, or medication.
- f) Genetic data, including DNA, RNA, protein, and other molecular data.

- g) Demographic information like gender, age, income, family size, and marital status data which may be used to draw a health inference.
- h) Precise location information that could reasonably indicate your attempt to acquire or receive health services, products or information, if you enter your zip code or address information on our website.
- i) Information that identifies a consumer seeking health care services.
- j) Biometric information.
- k) Internet or Network Activity Information essential to running our website such as Internet Protocol (IP) address, operating system and version, and Internet browser type and version which could identify your attempt to seek health care services or information, including services that allow you to assess, measure, improve, or learn about your or another person's health.
- l) Personal Information collected in connection with health insurance-related features we offer, such as your health insurance information and benefits, or certain purchases made using your health insurance.
- m) Other information that may be used to infer or derive data related to the above or other health information.

4. Purposes for Collection of Consumer Health Data

We may collect Consumer Health Data from you for the following purposes:

- **Provision of Services; support.** We use the Personal Information and Consumer Health Data you provide us for the provision and improvement of our service to you, operate our business, and provide information that you request from us or communicate directly with you. This may include marketing purposes such as providing you information regarding research or programs and services that might be of interest to you.
- **Security and Integrity; prevent fraud, identify your identity and enforce our policies.**
- **Legal and Compliance.** We may also use your Personal Information and Consumer Health Data as required by law, regulation or other governmental

authority, to comply with a subpoena or similar legal process, for risk management, audit, investigations, other reporting requirements, and other legal and compliance reasons.

- **Analytics; improvements; surveys; research.** We are always trying to improve and develop our services and products. We may conduct surveys, analyze information, evaluate and improve features, understand the use and performance of our services, supporting our internal business operations, including reporting, planning and forecasting.
- **Communication.** Providing, personalizing and improving our services to you.

5. **Categories of Sources from Which We Collect Your Consumer Health Data**

We may collect Consumer Health Data about you from the following sources:

- A. **Provided directly from you.** We may collect Consumer Health Data you provide to us directly (including through your interactions with our website, platform and our services), and any other information you choose to provide us, such as when you communicate with us, requesting certain health-related services, joining certain tools within our services, sign up for an account or other services.
- B. **From third parties.** We may collect Consumer Health Data from third parties, such as healthcare providers, pharmacies, health insurance companies, health applications and devices who may provide services to you, service and content providers, our affiliated companies and subsidiaries or business partners, as described in our Privacy Notice.
- C. **From our business and pharmaceutical partners** who provide us with information about their consumers who are interested in receiving our health services or enrolling in one of our services.

6. **Disclosure of Consumer Health Data**

We may disclose the Consumer Health Data described above to third parties, including the categories of recipients described below:

- **Affiliated companies and entities within our group.** It may be necessary to share your Consumer Health Data and Personal Information with our corporate affiliates in order to provide and operate our services, administrative, management or other business-related purposes, to communicate with you, etc.
- **Service Providers.** We may share your Consumer Health Data and Personal Information, with our service providers, including vendors and suppliers that provide us with development services, technology, services, or content for the operation, development and maintenance of our service, such as hosting, storage, analytics, database management, user engagement, cyber and data security, email providers, marketing, and other similar tool providers. The service providers are bound by an obligation of confidentiality, provided that we will only share Consumer Health Data and Personal Information to the extent necessary with such service providers.
- **Business Partners.** We may share your Consumer Health Data and Personal Information with our business partners that provide us with content that may be for your benefit.
- **Research Partners.** We may share your Consumer Health Data and Personal Information with third parties, such as research institutes, pharmaceutical manufacturers, healthcare systems and healthcare providers. They may associate it with other information that they have about you, for improved healthcare, research purposes and the improvement of our Service.
- **Providers of Research of Companion Programs.** We may share your information with a third party who has partnered with us to sponsor a research or companion program. If you chose to participate in such a program, you will be provided with additional information and consent requests specific to the program.
- **Auditors and advisers.** We may share your Consumer Health Data and Personal Information with our external auditors, advisors and professional service providers (e.g. lawyers, accountants, insurers etc.) for ensuring our compliance

with regulatory requirements and industry standards, auditing, managing disputed etc.

- **Mergers and Acquisitions.** We may share your Consumer Health Data and Personal Information in connection with any merger, sale, transfer of any of our assets, investment, acquisition, bankruptcy, or similar event or any corporate transaction.
- **Law enforcement, legal proceedings, regulatory entities, and as authorized by law.** We may disclose Consumer Health Data and Personal Information to satisfy any applicable law, regulation, legal process, subpoena or governmental request if such disclosure is necessary in order for us to comply with legal requirements to which we are subject, or to exercise or defend from legal claims.
- We may also share Consumer Health Data and Personal Information as permitted by law, such as (i) with your consent, (ii) if needed to protect your vital interests, such as in the event of a medical emergency or natural disaster, (iii) as needed to prevent, detect, protect against, or respond to security incidents, identity theft, fraud, harassment, malicious or deceptive activities, (iv) as needed to preserve the integrity or security of our systems, or (v) to investigate, report, or prosecute those responsible for any action that is illegal under applicable state or Federal law.

7. Your Rights Regarding Consumer Health Data

Depending on the jurisdiction in which you reside, you may have certain rights under relevant applicable laws. To the extent these rights apply and concern you, you can contact us via the contact details available below and ask us to exercise the following rights:

- Right to know. The right to confirm whether we are collecting, sharing, or selling your Consumer Health Data;
- Right of access. The right to access your Consumer Health Data, including a list of all third parties and affiliates with whom we have shared or sold the Consumer Health Data and an active email address or other online mechanism that you may

use to contact these third parties. We currently do not sell your Consumer Health Data, but may be remunerated for content shared with you based on your Consumer Health Data;

- Right to withdraw consent. The right to withdraw your consent from our collection or sharing of your Consumer Health Data;
- Right to delete. The right to request deletion of your Consumer Health Data that is in our possession; and
- Right to correct or amend. The right to correct or amend any Consumer Health Data that is in our possession.
- Right to appeal. The right to appeal if you request to exercise a right is denied.

7.1 You may exercise any of these rights, and as applicable, to appeal a consumer rights action, by contacting us using the information provided below. We may need to collect information from you to verify your identity, such as your email address or date of birth before providing a substantive response to the request.

If your request to exercise a right is denied, you may appeal that decision. If your appeal is unsuccessful, you can raise a concern or lodge a complaint with the Washington State Attorney General at www.atg.wa.gov/file-complaint, the Nevada State Attorney General at https://ag.nv.gov/complaints/file_complaint/, or other regulatory authority as applicable.

We will not discriminate against you for exercising any of your rights. However, if you withdraw consent for collection and/or request deletion of your Consumer Health Data, we may not be able to provide you with certain services that rely on your Consumer Health Data to provide you those services.

8. Updates and Changes to this Notice

We may update this Notice from time to time. Any change will be effective immediately upon the posting of the revised Notice (as reflected in the effective date mentioned above). In cases of material changes to the Notice, we will notify our user by presenting message on our Services.

9. Contact Us

If you have any questions, concerns or complaints regarding our compliance with this notice and the data protection laws, or if you wish to exercise your rights, we encourage you to first contact us at support@tailormed.co.