

FLORENCE PRIVACY POLICY

Last Updated: May 26, 2021

Effective Date: May 26, 2021

This Privacy Policy (the "Policy") applies to the websites, applications, and electronic communications on which it appears (the "Platform"). The Policy describes how Florence Inc. (referred to herein as "Florence" or "we" or "us" or "our") use the Personal Information that we collect, receive, maintain, and store about you. Please read this Policy carefully, by interacting with us through the Platform you consent to this Policy. Note, this Policy does not cover our collection, use, or disclosure of Protected Health Information ("PHI") as defined by the Health Insurance Portability and Accountability Act of 1996, the Health Information Technology for Economic and Clinical Health Act and the regulations promulgated therein, including, without limitation, the requirements set forth in 45 C.F.R. § 164.400, *et seq.* For information about our collection, use, and disclosure of PHI please refer to our Notice of Privacy Practices found at florencehealth.com/notice-of-privacy-practices.

1. Types of Personal Information Collected

We collect a range of Personal Information. "Personal Information" is information that identifies, relates to, describes, or is reasonably capable of being associated with or linked to an individual. When we combine Personal Information with other information (i.e. information that does not, on its own, identify you), we treat the combined information as Personal Information.

Contact and Demographic Information – If you submit an inquiry, we may collect your contact including your name, email name, and phone number.

Employment Information – If you apply for employment with us, we will collect your employment and work history, as well as Personal Information related to your potential employment. This may include your education and employment history, address and contact information, demographic information, and any other information included in your resume or application.

Location Data – If you submit your zip code to check your eligibility for services we will collect that information through the data field. Additionally, while navigating our Platform your mobile device or browser may share your location data, both through WiFi and GPS. We will collect this information based on the settings of your phone and browser.

Usage Information – We may also collect usage and device information when you visit our Platform. This may include information about the browser, operating system, and/or device identifier for the device you are using, your ISP and IP information, your navigation activity on the Platform, as well as the websites that you came from and the site you visit when you leave.

2. Method of Information Collection

We collect Personal Information in a variety of ways. We collect Personal Information directly from you; for example, when you register an account on the Platform or correspond with us through the Platform.

We also collect Personal Information from third parties. For example, we work with business partners, subcontractors in technical and delivery services, advertising networks, analytics providers, and search information providers.

We also collect Personal Information from you passively. Our Platform uses tracking tools like cookies, pixels, and web beacons. We do this both on our Platform and in emails that we send to you. Through these tools we collect Personal Information about users over time when you use our Platform. This collection includes usage and browser information. We may also have third parties collect Personal Information in this way. For more information about the trackers that we use, please see Section 6 of this Policy. Additionally, if you enable location data on your device, this data will be collected passively based on the location settings on your device.

3. Combining Information

We may combine Personal Information we obtain. For example, we may combine Personal Information that we have collected online with Personal Information that we have collected offline, for instance during calls between you and our support team. We may also combine Personal Information that we have collected across other third party sites or from other third parties with Personal Information we already have. Finally, we combine Personal Information across devices.

4. How We Use Personal Information

We will use your Personal Information to respond to your requests and inquiries. For instance, we will use it to communicate with you about eligibility or to answer questions about our services. We will also use it to process employment applications.

We also use your Personal Information to communicate with you for transactional purposes. For example, we might contact you about this Policy or our Terms of Use.

We may also use your Personal Information to improve our Platform. This may include using your Personal Information to customize your experience with us. We may also use your Personal Information for the security of the Platform and our company, our customers, and other third parties. We may also use your Personal Information to protect against fraud and other malicious activity.

We may also use your Personal Information for marketing purposes. For example, we may send you information about new features on the Platform, new services we offer, and special offers. Finally, we may use your Personal Information for other purposes, as permitted by law.

5. Sharing Personal Information

We may share your Personal Information in the following circumstances:

- **Within Florence** – We may share your Personal Information across locations.
- **Service providers** – When we hire a service provider to help operate the Platform or our business, we may give access to Personal Information as necessary to perform the service for us. This may include service providers that operate our website, send our communications, or run our promotions.
- **Business Partners** – We may share Personal Information to our trusted business partners. For example, we may share your Personal Information with a company when we co-sponsor a promotion or service. These partners may use your Personal Information to, among other things, send you information or contact you about their services and products.
- **Third Parties for Marketing Purposes** – We may share your Personal Information with third parties for their marketing purposes. This may include third parties whose services we believe you may be interested or who are interested in providing you with services. These third parties

may share your Personal Information with others and may use this Personal Information for their own interest based advertising.

- **Legal obligation or protection from harm** - When we have a good faith belief that access, use, preservation or disclosure of the Personal Information is reasonably necessary to (a) satisfy or comply with any requirement of law, regulation, legal process, or enforceable governmental request, (b) enforce or investigate a potential violation of the Terms of Use, (c) detect, prevent, or otherwise respond to fraud, security or technical concerns, (d) support auditing and compliance functions, or (e) protect the rights, property, or safety of ours, our users, or the public against harm.
- **Merger or sale** - If and when we are involved in a merger, acquisition, or any form of transfer or sale of some or all of its business, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding. Personal Information may be transferred along with the business. Where legally required we will give you prior notice and if you have a legal right to do so, an opportunity to object to this transfer.
- **Purposes described to you** – We may share your Personal Information for other purposes, as we describe to you.

6. Cookies and Other Technologies

We collect Personal Information about users over time on the Platform by using several common types of cookies and other tracking technologies including web beacons, pixels, and flash cookies. We also have third parties that collect Personal Information in this way on our behalf and for their own purposes. Cookies are small files that download when you access certain websites. For more information about cookies visit: <http://www.allaboutcookies.org/>. Web beacons, pixels, and other tracking technologies operate independent of cookies.

To assist us with analyzing our website traffic through cookies and similar technologies, we use analytics services such as Google Analytics. For more information on Google Analytics' processing of your Personal Information, please see "[How Google uses data when you use our partners' Platforms or apps.](#)" You can opt out of Google Analytics by installing [Google's opt-out browser add-on](#).

These cookies may be ones placed by us (first-party) or by a third party. These cookies may also be Flash Cookies. To learn how to manage privacy and storage settings for Flash cookies [click here](#). We may use cookies that are session-based or persistent. Session cookies expire when you close your browser or turn off your device. Persistent cookies remain on your device after you close your browser or turn off device.

We may use a variety of cookies:

Type of Cookies	Description
Required	Required cookies are essential for the Platform to function properly and for you to navigate our Site and use its features, such as accessing secure areas of the Platform and using our services.
Performance	These cookies collect information about how you use the Platform, including which pages you go to most often and if they receive error messages from certain pages. These cookies do not collect information that individually identifies you. All information these cookies collect is aggregated and anonymous. It is only used to improve how the Platform functions and performs.

Functionality	Functionality cookies allow the Platform to remember information you have entered or choices you make (such as your username, language, or your region) and provide enhanced, more personal features. These cookies also enable you to optimize your use of the Platform after logging in. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customize.
Targeting or Advertising	<p>From time-to-time, we may engage third parties to track and analyze usage and volume statistical information from individuals who visit the Platform. We sometimes use cookies delivered by third parties to track the performance of our advertisements. For example, these cookies remember which browsers have visited the Platform. The information provided to third parties does not include Personal Information, but this information may be re-associated with Personal Information after we receive it.</p> <p>By way of example, as you visit the Platform, advertising cookies may be placed on your computer so that we can understand what you are interested in. Our advertising partners then enable us to present you with retargeted advertising on other sites based on your previous interaction with the Platform.</p> <p>We also contract with third-party advertising networks and similar partners that collect IP addresses and other information on our Platform, from emails, and on third-party sites. Ad networks follow your online activities over time by collecting Site Navigational Information through automated means, including through the use of cookies. They use this information to provide advertisements about products and services tailored to your interests. You may see these advertisements on other websites. This process also helps us manage and track the effectiveness of our marketing efforts.</p> <p>Third parties, with whom we partner to provide certain features on the Platform or to display advertising based upon your web browsing activity, use Flash cookies to collect and store information. Flash cookies are different from browser cookies because of the amount of, type of, and how data is stored.</p>

You can control cookies and tracking tools. Some browsers have a “do not track” feature that prevents a website from tracking you, as well as additional cookie settings. Our Platform does not currently respond to these signals. If you choose to block cookies and other trackers, certain features of the Platform may not work. Blocking or rejecting cookies will not stop all of the tracking described in this Policy. These features and options are browser and device specific and are not uniform. You can usually find these settings in the options or preferences menu of your browser. To understand these settings, the following links for commonly used browsers may be helpful, or you can use the help option in your browser for more details:

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari web](#) and [iOS](#).

To find out more on how to manage and delete cookies, visit aboutcookies.org. For more details on your choices regarding use of your web browsing activity for interest-based advertising you may visit the following sites:

- networkadvertising.org
- optout.aboutads.info
- youradchoices.com
- youronlinechoices.eu

On a mobile device, you may also be able to adjust your settings to limit ad tracking.

7. Your Choices

You have certain choices about how we use your Personal Information. You can opt out of certain marketing. To opt-out of marketing communications, please email us at privacy@florencehealth.com, or by following the instructions included in the email or text correspondence. Please note that, even if you unsubscribe from certain correspondences, we may still need to contact you with important transactional or administrative information, as permitted by law.

8. Children Under the Age of 13

The Platform is meant for adults and we will not knowingly collect Personal Information from any person under the age of 13 without permission from a parent or guardian. The Platform are not designed to attract the attention of persons under the age of 13. If you are a parent or legal guardian and think your child has given us Personal Information you can let us know by emailing us at privacy@florencehealth.com. Please mark your inquiries "COPPA Inquiry."

9. California Privacy Rights

Pursuant to California's Shine the Light statute (Cal. Civ. Code Sec. 1798.83), you can control if we share Personal Information with third parties for their marketing purposes. To opt-out of us sharing your Personal Information with third parties for such promotional purposes, please email us at privacy@florencehealth.com.

10. Storage, Security and Retention of Information

We have taken reasonable steps to protect the information users share with us, including, but not limited to, setup of processes, equipment and software to avoid unauthorized access or disclosure of this information. No transmission of information via the Internet can be entirely secure, however, so please always use caution when submitting Personal Information. We will retain your Personal Information in compliance with the uses described in this Policy, as well as to comply with our legal, financial reporting, or compliance obligations.

11. Links to Third Parties and their Sites

Our Platform may include third party content and links to third party websites and services that collect Personal Information. We do not control these third parties and this Policy does not apply to their privacy practices. We are not responsible for the practices of these third parties or how they use Personal Information you provide to them. Please read the third parties' privacy policies carefully.

12. Contacting Florence

If you have any questions about this Policy, or the privacy practices of Florence, please email us at privacy@florencehealth.com or write to us at:

Attn: Privacy Officer
1802 Foundation Lane, Suite 225
Chico, CA 95928

13. Updates

Please note that this policy may be amended from time to time. Unless otherwise indicated, any changes to this Policy will apply immediately upon posting to the Platform so please check our site periodically for updates. You can see when this Policy was last updated by reviewing the “Last Updated” legend at the top of this page. We will provide notice of material changes by updating the Policy here, and communicating with you in the manner and format in which we typically communicate with you in our regular course of business, as required by applicable law.