

WATERSHED HEALTH PRIVACY POLICY

This Privacy Policy (this “Privacy Policy”) describes Watershed Health, LLC’s (“Watershed Health,” “we,” “us,” or “our”) collection, use, and disclosure of personally identifiable information (“PII”) that may be collected by Watershed Health anytime you (“you”) interact with Watershed Health, such as when you use our software applications (our “Apps”), visit our website, www.watershedhealth.com (the “Site”) or when you authorize us to collect personal health information from your healthcare providers. **BY SUBMITTING YOUR PII THROUGH OUR APPS OR THE SITE OR AUTHORIZING WATERSHED HEALTH TO COLLECT YOUR PII FROM YOUR HEALTHCARE PROVIDER(S), YOU CONSENT TO THIS PRIVACY POLICY AND TO WATERSHED HEALTH’S COLLECTION, USE AND DISCLOSURE OF YOUR PII ACCORDING TO THE TERMS OF THIS PRIVACY POLICY. OUR APPS AND THE SITE ARE GENERAL AUDIENCE PLATFORMS AND DO NOT KNOWINGLY COLLECT ANY PII FROM CHILDREN UNDER 13 YEARS OF AGE.**

This Privacy Policy was last revised on May 28, 2018. This Privacy Policy is applicable only to Watershed Health’s website and software applications and does not apply to any third party websites or software applications or to other companies or persons. Our Apps and the Site may contain links to, and media and other content from, other sites. In addition, such third-party media and content may also contain external links. Because of the dynamic media capabilities of our Apps and the Site, it may not be clear to you which links are embedded in our Apps or the Site and which are embedded in third-party media or content. Watershed Health cannot and does not guarantee the privacy policies and practices of any third party. Watershed Health does not control, operate, or endorse any information, products, or services of any third-party websites that may be reached through links from our Apps or the Site. The use of any information provided by you to such a third party will be governed by that party’s privacy policy. If you are unsure whether a website is controlled, affiliated, or managed by Watershed Health, you should review the privacy policy at each linked website to determine how that site treats your information.

WATERSHED HEALTH MAY CHANGE THIS PRIVACY POLICY FROM TIME TO TIME. THE REVISED POLICY WILL BE POSTED ON OUR APPS AND THE SITE. Your continued use of our Apps or the Site after Watershed Health posts a revised Privacy Policy signifies your acceptance of the revised Privacy Policy and your consent to Watershed Health’s collection, use, and disclosure of your PII according to the terms of the updated Privacy Policy. It is therefore important that you review this Privacy Policy regularly to ensure you are updated as to any changes. However, if we make material changes to this Privacy Policy, we will notify you by means of a prominent notice on our Apps and the Site before the change becomes effective.

Please read the entire Privacy Policy, as well as the Software End User License Agreement (“EULA”) into which this Privacy Policy is incorporated. In the event of any conflict between the EULA and the Privacy Policy, the terms and conditions of the Privacy Policy will prevail.

Why do we collect PII?

We use your PII mainly to provide the services set forth in the EULA, to administer your account, and to respond to inquiries about your health and medical care from your healthcare providers and health insurance plans.

For the subset of PII that is specifically related to your healthcare, we collect that information to assist you in developing your personal health record in order for you to better manage your healthcare by having the ability to coordinate and combine information from multiple healthcare providers and health insurance plans.

What PII do we collect and how may we use it?

We may collect PII such as your medical diagnoses, procedure history, provider notes, laboratory and other diagnostic test results, vital signs and other biometric data, prescriptions, and information about your care team, in order to facilitate the coordination of your medical care by your healthcare providers, the performance of quality assurance and improvement activities by your healthcare providers, and the provision of post-acute care coordination, transition of care management, chronic care management, and other wellness and preventive health services by your health insurance plans. We may collect PII, such as your name, date of birth, social security number, email address, mailing address, telephone number, contact preferences, credit card information, and other identifiers as part of our effort to ensure proper identification, to transact business with you and answer your inquiries. Watershed Health may disclose your PII to your healthcare providers and health insurance plans in accordance with applicable law and the terms set forth in the End User License Agreement.

We may use PII to provide products or services that you have requested as well as for auditing, research, and analysis to improve Watershed Health's products and services.

We may also collect PII from you for marketing purposes unless you request that you not be contacted in conjunction with such marketing activities. We may use this information for internal purposes, such as processing and fulfilling your requests, registering you as a user on our website, watershedhealth.com, marketing and promotion, or to provide you with other products and services.

Who can access your PII?

Except for any disclosures required by law or to a limited number of healthcare providers treating you, health plans paying for those services, and service providers performing work on our behalf, you control your PII, including your health information, and who can have access to it. We will only grant other third parties access to your PII with your explicit permission.

You may change or terminate your disclosure permissions at any time.

When can we disclose your PII?

Watershed Health takes your privacy very seriously. Watershed Health does not sell or rent your contact information.

There are times when it may be advantageous for Watershed Health to make certain PII about you available to companies that Watershed Health has a strategic relationship with or that perform work for Watershed Health to provide products and services to you on our behalf. These companies may help us process information, manage and enhance customer data, provide customer service, assess your interest in our products and services, or conduct customer research or satisfaction surveys. These companies are also obligated to protect your PII in accordance with Watershed Health policies, except if we inform you otherwise at the time of collection.

Watershed Health may sell, transfer or otherwise share some or all of its assets in connection with a merger, acquisition, reorganization or sale of assets. In such an event, PII may be one of the assets transferred. If Watershed Health ceases to exist for reasons other than a merger, acquisition, reorganization, or sale of assets, then Watershed Health will destroy your PII.

At times we may be required by law to disclose your PII. We may also disclose information about you if we determine that for national security, law enforcement, or other issues of public importance, disclosure is necessary.

How do we protect your PII?

Watershed Health takes precautions – including administrative, technical, and physical measures – to safeguard your PII against loss, theft, and misuse, as well as unauthorized access, disclosure, alteration, and destruction.

You can help us by also taking precautions to protect your personal data when you are on the internet. Do not share your ID or password with anyone. Change your passwords often using a combination of letters and numbers, and make sure you use a secure web browser.

Integrity of your information.

Although Watershed Health attempts to ensure the integrity and accurateness of the Site, it makes no guarantees whatsoever as to the correctness or accuracy of the Site. In the event that an inaccuracy arises with any information submitted by your healthcare provider, please inform your physician; however, if the inaccuracy is due to information that you have submitted to Watershed Health, please contact us at support@watershedhealth.com.

What happens to my PII when I opt-out of the Site and revoke my authorization for healthcare providers to share my PII using the Site?

You have the right to revoke your authorization for your health insurance plans or healthcare providers and other medical professionals to share your PII using the Site at any time by submitting a request to opt-out to support@watershedhealth.com or by mailing a notice to Watershed Health at 6483 Van Buren Street, Suite 203. Daphne, AL 36526. By revoking your authorization and opting out of having your PII shared using the Site, you are directing Watershed Health to no longer allow your past or present healthcare providers or other medical professionals, or your past or present health insurance plans, to access any PII that you have shared through the Site. Please note, however, that your decision to opt-out applies only to the PII that you have shared through the Site and that your healthcare providers and other medical professionals can still share your PII through other methods or other electronic medical records.

Your PII will not be accessible through the Site as of the date that you submit the request to opt-out, except as permitted or required by law. We reserve the right to maintain any aggregated or de-identified elements of your previously collected PII, including without limitation any information regarding a history of transactions with our Apps and the Site to protect our rights or the rights of others, to prevent harm to persons or property, fight fraud, or improve the general user experience.

Cookies and other technologies.

As is standard practice on many corporate websites, Watershed Health's website uses "cookies" and other technologies to help us understand which parts of our websites are the most popular, where our visitors are going, and how much time they spend there. We also use cookies and other technologies to make sure that our online advertising is bringing customers to our products and services. We use cookies and other technologies to study traffic patterns on our website, to make it even more rewarding as well as to study the effectiveness of our customer communications, and to customize your experience and provide greater convenience each time you interact with us.

You have the right to disable cookies, but please note that certain features of the Watershed Health website will not be available once cookies are disabled.

As is true of most websites, we gather certain information automatically and store it in log files. This information includes Internet Protocol (IP) addresses, browser type, Internet Service Provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We use this information, which does not identify individual users, to analyze trends, to administer the Site, to track users' movements around the Site and to gather demographic information about our user base as a whole. Watershed Health will not use the information collected to market directly to you.

Do Not Track Policy.

We may also use these automatic data collection technologies to collect information about your online activities over time and across third-party websites or other online services ("Behavioral Tracking"). Some browsers have incorporated "Do Not Track" features. Most of these features, when turned on, send a signal or preference to the web sites you visit indicating that you do not wish to be tracked. Those sites (or the third party content on those sites) may continue to engage in activities you might view as tracking even though you have expressed this preference, depending on the sites' privacy practices. "Do Not Track" is a standard that is currently under development. As it is not yet finalized, we adhere to the standards set out in this privacy policy and we do not currently respond to "Do Not Track" signals on our Site or on third-party websites or online services where we may collect information. The information we collect automatically is statistical data and does not include PII, and we do not maintain it or associate it with PII we collect in other ways or receive from third parties.

Some content or applications on the Site are served by third-parties, including content providers and application providers. These third parties may use cookies alone or in conjunction with other tracking technologies to collect information about you when you use our Site. The information they collect may be associated with your PII or they may collect information, including PII, about your online activities over time and across different websites and other online services. They may use this information to provide you with targeted content. We do not control these third parties' tracking technologies or how they may be used. If you have any questions about targeted content, you should contact the responsible party directly.

How can you stop receiving promotional emails?

Watershed Health and any third parties listed in this Privacy Policy with whom Watershed Health may share your PII, may use your PII to send you special event information, sales notifications, or other promotional messages. If you would no longer like to receive such messages, announcements, or mailings, you may unsubscribe by clicking on the "unsubscribe link" found at the bottom of Watershed Health or such third party marketing emails or by contacting Watershed Health at the following postal or e-mail address:

Watershed Health, LLC
6483 Van Buren Street Suite 203
Daphne, AL 36526
support@watershedhealth.com

What are my privacy rights in California?

Residents of the State of California, under a provision of California Civil Code, have the right to request from companies conducting business in California a list of all third parties to which the company has disclosed PII during the preceding year for direct marketing purposes. Alternatively, the law provides that

if the company has a privacy policy that gives either an Opt-out or Opt-in choice for use of your PII by third parties (such as advertisers) for marketing purposes, the company may instead provide you with information on how to exercise your disclosure choice options.

Watershed Health qualifies for the alternative option; it has a comprehensive privacy policy and provides you with details on how you may either Opt-out or Opt-in to the use of your PII by third parties for direct marketing purposes. Therefore, we are not required to maintain or disclose a list of the third parties that received your PII for marketing purposes during the preceding year.

If you are a California resident and request information about how to exercise your third party disclosure choices you must send a request to support@watershedhealth.com.