

iTakeControl Privacy Policy

We at Daylan Digital, LLC, thank you for using the iTakeControl (“iTakeControl”) web and/or mobile phone applications “Applications”. iTakeControl is committed to the use and sharing of health and other user generated information to advance user experience, disease management and research as well as the understanding of various health conditions.

We have provided this Privacy Policy to explain the information collected from those who have registered for iTakeControl and how that information is used by iTakeControl and/or shared with other third parties, including but not limited to, pharmaceutical companies, insurance companies, medical devices companies, research institutions, electronic medical record companies, non-profits, analytic / technical companies “Partners”).

PERSONAL INFORMATION COLLECTED AND PROVIDED BY YOU

You will be asked to provide iTakeControl certain information related to You (“**Personal Information**”). Personal Information includes, without limitation:

1. **"Contact Data"**: personally identifiable information about You, such as Your name, email address, password, photograph.
2. **"Demographic Data"**: personal information about You (but doesn't specifically identify You), such as Your alias, gender and birthdate.
3. **"Health Information"**: information about Your use of the Services, but doesn't specifically identify You, such as Your mood, medication, food intake, disease related events, fitness activity, and Weight loss/gain).
4. **"Social Contacts"**: Information about your contacts (only if You enable access to Your contacts and address book information), such as First Name, Last Name, Email Address and Phone Number.
5. **"Other User Generated Information"**: Information provided by You via free-text fields (if You voluntarily create or contribute such information), such as, general notes, journal entries, tools and social support posts.

PERSONAL INFORMATION COLLECTED AND AUTOMATICALLY GATHERED

Traffic Data. iTakeControl automatically gathers information of the sort that browsers automatically make available, including: (i) IP addresses; (ii) domain servers; (iii) types of computers accessing the Website; and (iv) types of Web browsers accessing the Website (collectively "**Traffic Data**"). Traffic Data is anonymous information that does not personally identify You.

Cookies. A "**Cookie**" is a string of information that a Website stores on a user's computer, and that the user's browser provides to the Website each time the user submits a query to the Website. The purpose of a Cookie is to identify the user as a unique user of the Website. iTakeControl uses Cookies to customize Your experience on the Website to Your interests, to track site, application and service usage, to ensure that You do not see the same advertisements or informational messages repeatedly, and to store Your password so You do not have to re-enter it each time You visit the Website. In addition, iTakeControl may use Cookies, and other methods, to store and retrieve data from Your Web browser.

YOUR CHOICES WITH REGARDS TO SHARING PERSONAL INFORMATION

You have several choices regarding the Sharing of some of the Personal Information provided by You and collected by iTakeControl. These choices include but are not limited to:

- Name: You have a choice in how you set-up Your profile within iTakeControl. You may chose to enter your actual Name (identifiable information) OR Alias in your profile settings; the information You enter (i.e. either your Name or Alias) will be shared with other iTakeControl members or Partners. If you do not wish to have your Name identified, then use an Alias in place of your name.
- Photograph: You have a choice in how you set-up Your profile within iTakeControl. You may choose to upload a photograph in your profile settings; the Photograph You enter will be shared with other iTakeControl members or Partners. If you do not wish to be identified by your personal picture, then do not upload a picture of yourself in the profile settings (you may upload any other photo of your choice).
- Free-Text Information: You may create or contribute information within iTakeControl via free-text. ONLY messages saved as private will not be shared; it is important to note that messages shared with the iTakeControl social support community will be shared accordingly and are subject to further analysis through iTakeControl's research platform and Partner research.

You have the choice to:

- Opt-in to the iTakeControl Social Support community. If you Opt-in to the iTakeControl social support community Your personal information, including Other User Generated Information, will be shared per the terms of this Privacy Policy.

RESTRICTIONS TO SHARING PERSONAL INFORMATION

Some of the Personal Information provided by You and collected by iTakeControl will not be shared ("Restricted Data"). The type of Restricted Data includes but is not limited to:

- Name (ONLY if Name is NOT provided in the profile settings)
- Email Address
- Password
- Private messages (ONLY messages saved as private will not be shared)

SHARING OF PERSONAL INFORMATION

You should expect that every piece of Personal Information collected by iTakeControl (except for "Restricted Data") may be shared with the iTakeControl members, social support community, and other Partners.

The Personal Information You provide is used for such purposes as allowing You to set up a user account and profile, providing the Website and/or Applications and related services, monitoring and improving the content and usage of the Website and/or Applications, interacting with the Website and/or Applications and with the iTakeControl community, to find your contacts (when instructed by You), customizing the advertising and content You see, communicating with You about new features and other news, and any other purpose for which the information was collected. We may also draw upon this Personal Information in order to adapt the Website and/or Applications to Your needs, to research the effectiveness of our Website and/or Applications, and to develop new tools for our members. You are under no obligation to provide Personal Information, however, not providing this information may prevent You from using certain features of the Services. iTakeControl discloses Personal Information to those who help it provide services, including those who perform technical, administrative and data processing tasks such as hosting, billing, fulfillment, and data storage and security.

Health Data. iTakeControl uses Your Health Data to provide, personalize and improve Your experience on the Website and/or Applications. As with Demographic Data and other data gathered through the Service, iTakeControl may release or share Health Data with third parties in anonymous form and/or in

the aggregate, for statistical analysis, research, demographic profiling and other similar purposes. In addition, iTakeControl may share Your Health Data in anonymous form and in the aggregate, with other iTakeControl users so that You and other users can compare their own personal fitness, health and wellness situation relative to the entire iTakeControl community.

Usage Analytics. iTakeControl uses third-parties for usage analytics for the Website and Applications. These third-parties may place Cookies on Your machine, use Web Beacons, gather Personal Information (as defined below), Traffic Data and Mobile Device Data, and log data to collect traffic and activity data in order to deliver relevant metrics and content,. We do not share Your non-public Personal Information with these parties, but We may share anonymized or aggregated information with them to improve Your user experience with the Website and Applications. The collection of this information by third-parties is subject to such third-parties' privacy policies.

Information You Make Public. Certain portions of the Website and Applications are open to any viewer, such as our community (social support) forums and Your personal profile. Any information You post in these locations may be available and accessible to other members of the Website. You should exercise caution when deciding to disclose Your Personal Information by means of such features, and You agree to assume all responsibility for doing so. By finding and connecting with Your friends and other members, You may receive electronic communications, including email and personal messages from other iTakeControl members. You can manage the messages You receive from other members by changing the messaging preferences in Your account.

Other Disclosure Practices, Except as otherwise provided in this Privacy Policy, and when You otherwise give permission, iTakeControl will not share Your Personal Information with third parties.

By Law or to Protect Rights. iTakeControl discloses Personal Information when required to do so by law, or in response to a subpoena or court order, or when iTakeControl believes in its sole discretion that disclosure is reasonably necessary to protect the property or rights of iTakeControl, third-parties or the public at large.

EMAIL COMMUNICATIONS FROM ITAKECONTROL. In providing the Services, You may receive periodic email communications from iTakeControl regarding the Services, such as new product offers and other information regarding the Services, which are part of the Services and which You cannot opt out of receiving.

SECURITY OF PERSONAL INFORMATION. iTakeControl has implemented and maintains reasonable security procedures and practices designed to protect against the unauthorized access, use, modification, destruction or disclosure of Your Personal Information, however, despite these efforts, no security measures are perfect or impenetrable and no method of data transmission can be guaranteed against any interception or other type of misuse.

USER ABILITY TO ACCESS, UPDATE, AND CORRECT PERSONAL INFORMATION. If You have an account, You can access and modify Your Personal Information through Your account, at any time.

- iTakeControl wants Your Personal Information to be complete and accurate. By using the Website and/or Applications, You represent and warrant that all information You provide on any registration form or otherwise in connection with Your use of the Website and/or Applications and Services will be complete and accurate, and that You will update that information as necessary to maintain its completeness and accuracy. To confirm the completeness and accuracy of, or make changes to, Your Personal Information, please visit Your personal profile.
- You are free to stop using iTakeControl at any time. If You choose to deactivate your account with iTakeControl, then You will no longer have access to iTakeControl Applications and iTakeControl will no longer collect Personal Information from you. However, Your data will remain

in the system for auditing purposes and research conducted prior to the deactivation of Your account will still include Your data.

UPDATES AND CHANGES TO PRIVACY POLICY. iTakeControl reserves the right to, update, change or modify this Privacy Policy. Any material changes to this policy will be posted on the Website and/or Applications (or You may be notified by email or other notification), and will indicate when such changes will become effective.

CHILDREN'S PRIVACY. iTakeControl is not intended or designed to attract children under the age of 18, and we do not believe that our applications are appealing to children. Therefore, we do not knowingly collect any personal information from anyone under the age of 18 at our applications. If iTakeControl obtains actual knowledge that it has collected Personal Information from a child under the age of 13, iTakeControl will promptly delete such information from its database.

INTERNATIONAL USERS. If You are located outside the United States and choose to provide Your information to iTakeControl, Your information will be transferred to the United States and processed there (or any other country where iTakeControl operates). By providing Your information and using the Website and/or Applications, You agree and consent to the collection, transfer, use, storage and disclosure of Your information as described in this Privacy Policy.

Effective Date: October 15, 2015