

# Privacy Policy

## Industry Leading Security for Life Science Professionals

Effective Date: September 22, 2022

We adhere to the following principles to protect your privacy



### No SPAM

We do not sell your email address or cell phone number to anyone.



### You Control Your Network

We do not share your email or private/ back office line with anyone beyond the colleagues you expressly choose.

## Introduction

This privacy policy describes how Orca1 Digital Intelligence LLC ("Orca1™," "we," "us," or "our") collects, uses, shares, and otherwise handles personal information about individuals ("you" and/or "your") who visit and use our websites and mobile applications that include a link to this privacy policy, and any related products, features, and services (collectively, the "Service" or "Services").

By using the Service, whether as a registered member or an unregistered visitor, you acknowledge that you have read this privacy policy, and consent to the handling of your personal information as described in this policy, which we may update from time to time as described in the "[Changes to this Policy](#)". section, below.

Orca1DI™ is a United States company. By using the Service, you consent to your personal information being stored and otherwise processed in the United States as described in this policy.

## 1. Collection of Information

We collect personal information that you provide us directly, from third party sources, and automatically when you use the Service as follows:

### Information That You Provide To Us Directly

#### Orca1DI™ Member Accounts

When you register a Orca1DI™ account and become a Orca1DI™ member, we require you to provide certain personal information. All Orca1DI™ members must log in through LinkedIn or Google OAuth2 with scopes including your name, email, profile picture, and account identifier.

Registering Orca1DI™ users also have the option to provide additional information to include in their profile, including professional interests, profile photo, affiliations, employment history, speaking engagements, publications, memberships, and industry certifications. You may choose to update or supplement the information you have provided us at any time as described in the "[UP-dating Your Account Information](#)" section below.

### **Submissions**

We collect content and information that you submit to the Service (and information about you may be provided by other Orca1DI™ members), including comments, searches, contacts, schedule details, your resume, survey responses, contest entries, creative submissions, and member support requests.

### **Communications Tools**

The Services include secure communication tools that enable our members to communicate with each other. You may also choose to share information with our communication tools such as your image, your chosen display of a virtual background, or the phone number you choose to display.

### **Information Collected Automatically When You Use The Services**

In addition to your personal information that you provide to us directly, we collect a variety of personal information automatically when you use the Services through the use of cookies and similar technologies (e.g., pixels, web beacons and device identifiers), which we refer to as "Log Data" as further described in the "[Cookies and Similar Technologies](#)" section below. Log Data includes activity information such as the date and time that you access one of our sites or apps, and whether you view, click or otherwise interact with content, including articles, links, advertisements promoting the products and services of Orca1DI™ or our customers, open or click a link in one of our emails, conduct a search on one of our websites, share an article displayed in your newsfeed, or send, receive, or engage with a message sent through the Service. We collect device information including your IP address (which is a unique numerical address that identifies your device when you access the Internet), your browser and device type and model, operating system, your ISP and mobile carrier, your advertising ID (which is a unique, user-resettable identification number associated with a mobile device), other unique identifiers associated with your computer or mobile device, and the URL of the site from which you access our site.

The use of these technologies helps us serve you better by understanding what you're interested in, tracking trends, measuring the effectiveness of our content, including ads, and saving your preferences. For information about how you can manage your cookie preferences, refer to the "[Choices Regarding Personal Information](#)" section, below.

We do not collect precise location information unless you elect to enable location services on your device, but we do receive information about your general location at a city or zip code level through your computer's IP address and your mobile device.

### **Information Obtained From Third Party Sources**

We collect information from third party sources, including government agencies, publicly available databases, professional associations, publications, employers, our business partners, service providers, customers, and other Orca1DI™ members, some of which we may add to your professional profile as described in the "[Orca1DI™ Profiles and Member Accounts](#)" section, below. For example, we may use third party sources to obtain your National Provider Identifier (NPI) record, specialty, office address, phone and fax numbers, educational background, certifications, professional group affiliations, your publications, and other professional achievements. We also may obtain email addresses that we use to promote the Service to members and potential members and prescribing and claims data that we may use to personalize content, including advertising.

## **2. Uses of Information**

Except as otherwise provided herein, we may use the personal information we collect about you for the following business and commercial purposes:

### **Provision of the Service**

We use your information to provide, operate, support, and improve the Services, including through the development of new tools and features.

### **Orca1DI™ Profiles and Member Accounts**

We use your information to create and update your professional profile, which is publicly viewable by default, regardless of whether you have registered a Orca1DI™ account, to create and maintain your Orca1DI™ member account if you choose to register, and to support and respond to your inquiries and requests.

### **Communications**

We use your information to communicate with you about the Service. These communications may contain information about your professional connections, professional opportunities, conferences, and other events (including whether your colleagues plan to attend, as informed by the event sponsor), relevant editorial content, and marketing about products and services of Orca1DI™ and our customers. These communications may be sent through a variety of channels, including on-site or in-app notifications and email. Refer to the [Orca1DI™ Terms of Service](#) for more information about text messaging. We also use your information to process, store, and transmit your communications through the Service.

### **Professional Connections**

We use your information to suggest potential connections to you and other Orca1DI™ users. For example, if we see that you and another member share a contact or work at the same organization we may suggest that you and that member connect as colleagues. We use your information to enhance our Orca1DI™ search feature to help you find information and learn more about other Orca1DI™ members. For example, you can search for professional with particular expertise. We also use your information, including your name and photo, to notify other Orca1DI™ members of notable professional events, such as when you receive an award, are mentioned in the news or publish a work. We may also inform your

connections when you like, share or comment on a newsfeed article, make a new Orca1DI™ connection or update your profile.

### **Professional Opportunities**

We use your information to recommend professional opportunities to you (and you to those offering such opportunities), including through our career search function, advertisements, and direct messages that we may send to you on behalf of recruiters and other Orca1DI™ clients with whom you may not be directly connected on Orca1DI™, as further described in the "[Commercial Clients](#)" section below.

### **Personalizing your Experience**

We use your information to personalize the Services including content, employment opportunities, marketing messages, and advertising served to you on our sites and third-party sites, and to generally enhance your Orca1DI™ experience. For example, we tailor your newsfeed to focus on content relevant to your profession, specialty and inferred interests based on your profile and how you engage with the Services. We use your information to target (and measure the performance of) advertising and other content sponsored by third parties. Advertising will be identified as an "Advertisement," "Sponsored," "Promoted" or some similar designation indicating that the content is promotional and has been selected by the third-party sponsor.

### **Other Uses of Your Information**

We also use your information to detect, investigate, and prevent fraudulent, harmful, unauthorized, unethical or illegal activities to protect the rights, safety and property of Orca1DI™, our users and others, including through the enforcement of the [Orca1DI Terms of Service](#), in connection with legal proceedings, including arbitration, and to comply with our legal obligations. Also, we may create anonymous, aggregated or de-identified data from your personal information and other individuals whose personal information we collect. We may use this anonymous, aggregated or de-identified data and share it with third parties for our lawful business purposes, including to analyze and improve the Services and promote our business.

## **3. Sharing of Information**

In connection with the activities described above, we may share your personal information with third parties as follows:

### **Public and Social Networks**

Public profiles are publicly viewable unless you create a Orca1DI™ account, claim your profile and choose to limit public viewability. Once you have claimed your profile, you are able to designate select contact information as private, such as mobile phone, home phone, and email address ("Private Profile Information"). We will only share Private Profile Information with Orca1DI™ members who you authorize, except as otherwise specified in this policy. If you do not want your Orca1DI™ profile to be publicly viewable or to become a Orca1DI™ member, you may request that that we remove your public profile as explained in the "[Choices Regarding Personal Information](#)" section below. Note that any personal information you elect to share within Orca1DI™ social network is visible to Orca1DI™ members. For example, if you engage in social actions, e.g., by liking or commenting on an article in your

newsfeed, those activities will be shared with other Orca1DI™ members. Also, we may include social widgets on our sites and apps that enable you to interact with the associated social media services, e.g., to share an article, and in connection with such interaction these third parties may collect personal information about you. You may be able to manage your privacy preferences directly with the applicable social network platform.

### **Business Partners**

We may share your public profile information with trusted business partners that we work with to provide services to you and others, including healthcare provider directories and ranking bodies. These services increase the visibility of our members and their employers in the healthcare/ life sciences market, thereby increasing their business and professional opportunities.

### **Service Providers**

We may share your information with third parties that help us provide the Services and operate our business, including in the areas of website and database hosting and maintenance, telecommunications, information security, fraud detection and prevention, email management, data analytics, marketing, advertising, member support, and identity and professional credential verification.

### **Commercial Clients**

We provide our commercial clients profile search and messaging tools as part of our talent and marketing services businesses. They use these tools to select members that may be interested in their information and opportunities, including in the areas of employment and other professional opportunities, and we communicate their messages to the selected Orca1DI™ members on their behalf. We may also provide our commercial clients with limited member information in connection with our audience development and performance reporting for their advertising and other sponsored content programs delivered through the Service. When you engage with sponsored content, we may share with the sponsor and its agency limited information from your Orca1DI™ profile such as your name, specialty, and zip code, along with details about the engagement such as whether you viewed and or interacted with an advertisement. Prior to sharing this information, we require the recipients to agree to limit their use to the authorized purpose. We do not share your Private Profile Information or any personal contact information with our commercial clients without your consent.

### **CE Providers**

As part of our Services, we may share your personal information with Continuing Education (CE) providers who provide and/or certify CE activities that we offer through the Service, for the purpose of processing CE activities in which you choose to participate, and as required for their accreditation compliance and record keeping purposes. We may forward to you emails from these organizations in connection with your participation in the applicable activities, including to send you CE credit certificates you have earned.

### **Advertising Partners**

We work with third party partners to serve advertising for us on third party sites and to evaluate the effectiveness of our advertising. These third parties use cookies and similar technologies to collect information about your use of our sites, other sites, and online services over time, including certain Log

Data described above, so they can display our ads to you on other sites and apps. For example, if you visit Orca1DI™ and also use a social media platform, you may see a Orca1DI™ ad in your social media newsfeed. We also work with third party partners to develop custom audiences to whom our ads can be delivered outside of Orca1DI™ . For example, we may provide hashed versions of member email addresses to LinkedIn who then matches it to the corresponding LinkedIn member accounts to create a Orca1DI™ "Custom Audience" on LinkedIn, to which it can target Orca1DI™ ads. These activities, known as interest-based advertising, are intended to make the ads you see online more relevant to your interests. Please see the "[Choices Regarding Personal Information](#)" section below for information about opting out of interest-based based advertising.

### **Third Party Sites Using Orca1DI™ Login**

Certain third-party sites allow users to sign in using their Orca1DI™ login credentials. When you use this feature, Orca1DI™ may share with the third party site operator information from your Orca1DI™ registration profile (but not your Orca1DI™ username or password), as described when you sign-in. We encourage you to read and understand the terms of service and privacy policy of any website you log into using your Orca1DI™ credentials.

### **Business Transferees**

We may share your personal information in connection with a business transaction (or potential transaction) involving a corporate divestiture, merger, consolidation, acquisition, reorganization, sale or other disposition of all or any portion of the business or assets of, or equity interests in, Orca1DI™ or our corporate affiliates (including, in connection with a bankruptcy or similar proceedings).

### **Affiliated Companies**

We may share personal information with our corporate affiliates for use consistent with this privacy policy.

### **Authorities**

We may access, preserve, and share your information with third parties, as required or permitted by applicable law, if we believe it is reasonably necessary to comply with legal process and law enforcement instructions and orders, such as a search warrant, subpoena, statute, judicial proceeding, or other legal process served on us, which may involve disclosure to law enforcement, courts, or governmental authorities.

### **Other Third Parties**

We may access, preserve, and share your information if we determine it is reasonably necessary or appropriate to investigate, prevent or take action regarding suspected fraudulent, harmful, unethical or illegal activities, or any violation of our [Terms of Service](#) or to protect and defend the legal rights, safety, and property of Orca1DI™, our employees, agents and contractors (including to enforce our agreements) or in connection with any safety or security concerns, including the personal safety of our users and the public.

### **With Your Consent**

We also may share your personal information with a third party in a manner not addressed by this policy with your consent.

#### **4. Cookies and Similar Technologies**

We and our service providers and partners, as described above, use various tools to collect data when you visit our sites and apps, including cookies, pixel tags, and other similar technologies. These technologies enable us to track usage of the Services and to enhance the user experience by providing a more relevant and personalized online experience. A cookie is a small data file that is sent to a user's browser when visiting a website. It is stored, accessed, and maintained on the computer's hard drive or on a tablet or mobile device. A cookie contains a unique number that allows a website to recognize a particular user's device each time that user visits the website so they don't need to log in each time they visit, and their preferences can be stored. Cookies enable us to measure the use and effectiveness of our content, track user trends, monitor and stabilize our websites, and improve the quality of the Services and content personalization (including ads) both on Orca1DI™ and third-party sites.

Most browsers can be set to reject all cookies, including third party cookies, however, if you choose to reject our cookies, your ability to access and use the Services will be limited. We and our partners also use pixel tags, often in conjunction with cookies. Pixel tags are small pieces of code that are embedded on web pages and apps in order to provide us with information about how our sites and apps are used. We also include pixel tags in our emails to inform us whether the recipient has opened those emails and/or clicked on links in those emails.

#### **5. Third Party Links**

Our Services may contain links to third-party sites. Any access to and use of such linked sites is not governed by this policy, but instead is governed by the privacy policies of those third-party sites, which we encourage you to read. We are not responsible for the information practices of such third-party sites.

#### **6. Security**

We employ technical, administrative, and physical safeguards designed to protect your personal information. However, no security measure can guarantee security and that data will not be accessed, disclosed, altered, or destroyed. You should take steps to protect against unauthorized access to your password, phone, and computer by, among other things, signing off after using a shared computer, choosing a complex password that nobody else knows or can easily guess, and keeping your log-in credentials private. We are not responsible for any lost, stolen, or compromised passwords or for any unauthorized account activity.

#### **7. Data Retention**

We will retain your personal information for at least the period reasonably necessary to fulfill the purposes outlined in this privacy policy, unless a longer retention period is required or permitted by law. If we delete some or all of your personal information, we may continue to retain and use aggregate or anonymous data previously collected and/or aggregate or anonymize your personal information.

## 8. Choices Regarding Personal Information

### Your Account And Profile Information

If you have registered a Orca1DI™ account, you may review and update certain personal information through your account settings. If you prefer to submit an update request to us directly, or if you do not have a Orca1DI™ account but would like us to modify or remove your public profile, or if you wish to close your account, please contact us at [contact@orca1di.com](mailto:contact@orca1di.com).

### Opting Out of Marketing Emails

You may opt-out of receiving marketing emails from Orca1DI™ at any time by opting out via the link the email footer, adjusting your account settings or sending an opt-out request to [contact@orca1di.com](mailto:contact@orca1di.com). Please be aware that you cannot opt-out of receiving services messages from us including security and legal notices.

### Controlling Cookies and Interest-based Advertising

If you would prefer not to accept cookies, visit the "help" section of your browser to learn about cookie preferences and other privacy settings that may be available. Most browsers will allow you to: (i) change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it; (ii) disable existing cookies; or (iii) set your browser to automatically reject cookies. Note that rejecting cookies will not prevent device identification and related data collection from occurring. Also, if you choose to reject cookies, your access to some functionality and areas of the Service may be restricted. For additional information about cookies visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

As described above, we allow certain third-party partners to place tracking technologies on the Service for the purpose of delivering interest-based advertising to you on third party sites. You can opt-out of certain third-party interest-based advertising services we may use by visiting Google, Facebook, and LinkedIn ad preferences.

We may use Google Analytics to recognize you and link the devices you use when you visit the Service on your browser or mobile device. Google Analytics allows us to better understand how our users interact with the Service and to tailor our content to you. For information on how Google Analytics collects and processes data, as well as how you can control information sent to Google, review Google's site "How Google uses information from sites or apps that use our services" currently located on Google's website.

You can learn more about managing your preferences for interest-based ads online, particularly for many third-party advertising networks, by visiting the [Network Advertising Initiative](#) and the [Digital Advertising Alliance](#). Note that even if you opt-out from interest-based advertising through these organizations' tools, cookies may still be used to collect data for purposes other than interest-based advertising, including analytics. Also, you will still see ads, but they will not be targeted based upon the information collected through these tracking technologies. When using the preferences and opt-out settings described above, you will need to apply them on every device and on every browser from which you wish to opt-out. Because some of these settings rely on a cookie that stores your preferences, if you delete or clear your browser's cookies, you may need to opt-out again. You can also control interest-



based advertising on your mobile device by enabling the "Limit Ad Tracking" setting on your iOS device or "Opt out of Ads Personalization" on your Android devices.

Some Web browsers incorporate a "Do Not Track" feature that signals to websites that you visit that you do not want to have your online activity tracked. Each browser communicates "Do Not Track" signals to websites differently, making it unworkable to honor each and every request correctly. We do not respond to "Do Not Track" signals at this time.

### **Push Notifications**

If you consent to receive push notifications, you may withdraw your consent at any time by adjusting the appropriate operating system settings on your mobile device.

## **9. Changes to this Privacy Policy**

We reserve the right to modify this privacy policy at any time and in our sole discretion. When we make a change, we will update the "Effective Date" and post the updated policy on or through the Service. We may, and if required by law will, also provide notification of changes in another way we believe is reasonably likely to reach you as by e-mail or you have an account where we have your contact information) or another manner through the Service. Any modifications to this privacy policy will be effective upon posting or as otherwise indicated at the time of posting. In all cases, by continuing to use the Service after posting of the updated policy, you are consenting to the changes. If you object to any changes, you may close your account by contacting [contact@orca1di.com](mailto:contact@orca1di.com).

## **10. Contact Us**

If you have any questions about this policy or Orca1DI™ privacy practices, you may reach us at any time by emailing [contact@orca1di.com](mailto:contact@orca1di.com). or by contacting us at:

Orca1DI™

ATTN: Privacy Policy

56 Newton Road  
Woodbridge, CT 06525  
[contact@orca1di.com](mailto:contact@orca1di.com)