

## **Omron Healthcare Online Privacy Policy**

### **Updated December 2016**

#### **1. Introduction**

1.1 Purpose. The purpose of this Privacy Policy is to describe how Omron Healthcare, Inc. (collectively, “Omron”) collects, uses and shares information about you through our online interfaces (e.g., websites, mobile apps and web apps) owned and controlled by us, including [OmronHealthcare.com](http://OmronHealthcare.com), [OmronHealthcare.ca](http://OmronHealthcare.ca), [OmronWellness.com](http://OmronWellness.com), [ReliOnHeartHealth.com](http://ReliOnHeartHealth.com) and [Connect.OmronHealthcare.com](http://Connect.OmronHealthcare.com) (collectively referred to herein as the “Site”). Please read this notice carefully to understand what we do. If you do not understand any aspects of our Privacy Policy, please feel free to [Contact Us](#) or as described at the end of this Policy.

Our Privacy Policy explains:

[Information we collect and why we use it](#)

[How we use and share your information](#)

[Access to your information and choices](#)

[Security of your information](#)

[Consent to data processing in United States](#)

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1.2 Scope; Third Party Sites. This Privacy Policy applies only to information we collect at and through the Site. Some of our Omron affiliated sites, such as Omron.com and Omron247.com, are governed by their own separate Privacy Policies. Additionally, our online store is operated by our online store service provider, as is subject to a separate Privacy Policy and Terms of Sale provided at the online store site. Our Site also contains links to third party sites that are not owned or controlled by Omron. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage you to be aware when you leave our Site and to read the privacy statements of each and every website that collects personal information.

1.3 Terms of Use. Please note that your use of our Site, including our collection and use of your personal information, is also subject to our [Terms of Use](#).

#### **2. Information we collect and why we use it**

2.1 Information You Provide To Us. Types of personal information we collect when you provide it to us include:

(a) Name

(b) Address

(c) Email address

- (d) Telephone number
- (e) Your health and medical information that you provide to us through our Site, including our mobile apps, web apps and devices that integrate with our Site and apps. This information includes health and medical information such as your first name, age, gender, height, smoker or nonsmoker, hours and time of sleep, hours of exercise per week, pulse, blood pressure, irregular heartbeat, the total number of aerobic steps and other steps taken, aerobic walking time, calories burned, fat burned, blood glucose levels, whether the blood glucose measurement was taken before or after a meal, body fat percentage, body weight, skeletal muscle percentage, visceral fat level, BMI, resting metabolism, the time and date of measurement and the targets you set related to this data.
- (f) User generated and social media content

If you shop our online store you will be directed to our online store service provider. This site is subject to a separate Privacy Policy and Terms of Sale provided at the site.

2.2 Information Collected Through Cookies and Similar Technologies. When you visit our Site, you will be assigned a unique, temporary “cookie” (a small text file) to be stored on your computer’s hard drive. The purpose of the cookie is to identify you when you visit our site so we can enhance your experience. The cookie does not reveal any personal information about you, but helps us understand visitors’ traffic patterns on our site so we can make the site better.

You can choose to visit our Site without cookies, but without these identifier files you will not be able to take advantage of certain features and services of our site. These features and services include remembering your password (so you don’t have to login each time you visit) and providing a more personalized experience. To visit without cookies, you can configure your browser to reject all cookies or to notify you when a cookie is set. (Each browser is different, so check the “Help” menu of your browser to learn how to change your cookie preferences.)

Our Apps use cookies to distinguish you from other users of the Software. By using permanent cookies we can recognize you at your use of the Software. We use a permanent cookie (“NIS”) that stores an account identifier on the login page so that it is easier for you to login to the Software in the future. Using the log out function in the Software will permanently delete this cookie, unless you have ticked ‘Remember Me.’ Permanent cookies can also be deleted via the settings of your web browser. We use a Session cookie (“OmronUSProduction”) to remember your login details whilst you are using the Software, making it possible for you to navigate within the Software without the need to constantly re-login at each page. Without this cookie, functionality of the App will be significantly impaired. This session cookie is automatically deleted every time you close your web browser.

We and our advertising partners also use cookies to provide relevant advertising to you. (See, [“Advertising”](#) below.)

Additionally, when using the Site, we may collect and store information (including personal information) related to the use of the Site locally on your device using mechanisms such as browser web storage. Our Omron apps store and manage measurement data from your Omron devices on your smart phone. The measurement data from your device that connects to our Omron apps will be stored securely on your smart phone.

2.3 No Information From Children Under Age 13. USE OF THIS SITE IS NOT PERMITTED FOR CHILDREN 12 YEARS OF AGE OR YOUNGER. Use of the Site by minors age 13–18 is by agreement of the minor’s parent. Any user age 13–18 must have his or her parent agree to the terms of this Privacy Policy. By accessing the Site you acknowledge that you are 18 years or older or, if not, that you are at least 13 years old and your parents have read and agreed to the terms of this Privacy Policy. If you believe we have collected personal information from a child under the age of 13, please [Contact Us](#) or call us at (866) 216-1333.

### **3 How we use and share your information**

3.1 To Provide Products, Services, and Information. As described above, we collect information from you so that we can provide you the information and services available at and through the Site, and provide information that you request from us. When you purchase products available through our online store, your personal information is shared with and used by our online store service provider to contact you about your orders, process credit card / debit card transactions, and ship products to you. We may send you information about our products and services, and new offerings, as well as newsletters, surveys, sweepstakes and contests. We may provide information to third party service providers that help us process orders, and fulfill and deliver products and services that you purchase from us.

We may use third parties to help host our Site, send out email updates about the Site, provide marketing and advertising services for us, remove repetitive information from our user lists, and process payments. These service providers will have access to your personal information in order to provide these services, but when this occurs we implement reasonable contractual and technical protections to limit their use of that information to helping us provide the service.

We may receive information about you from third parties. For example, if you access our Site through a third-party connection or log-in, that third party may pass certain information about your use of its service to Omron. This information could include, but is not limited to, the user ID associated with your account (for example, your Facebook UID), an access token necessary to access that service, any information that you have permitted the third party to share with us, and any information you have made public in connection with that service. You should always review, and if necessary, adjust your privacy settings on third-party websites and services before linking or connecting them to Omron. You may also unlink your third party account from the Site by adjusting your settings on the third party service. If you unlink your third party account, we will no longer receive information collected about you in connection with that service.

3.2 Advertising. Some websites may belong to ad networks that use your browsing history across the Internet, to choose which ads to display on their sites; the displayed ads may include advertising for Omron Healthcare. We allow select third-party companies to collect certain information when you visit our Site and to use that information to serve ads for Omron Healthcare. These companies use non-personally identifiable information such as click stream information, browser type, time and date, subject of advertisements clicked or scrolled over, hardware/software information, cookie and session ID, and IP address, during your visits to this and other websites in order to provide interest-based advertisements. To learn more, and to opt out of seeing interest-based advertisements on these external websites, visit the [Network Advertising Initiative](#) or the [Digital Advertising Alliance’s Self-Regulatory Principles for Online Behavioral Advertising](#). Sites may also offer their own opt out methods for interest based advertising. Please note that if you opt-out of receiving interest based advertising, you will still receive ads that will not necessarily be tailored to your interests.

Our Site utilizes Google Analytics, a web analysis service provided by Google Inc. (“Google”). Google collects cookie and usage data, and utilizes the data to track and examine the use of our site, and to prepare reports on its activities and share them with other Google services. To learn more, and to opt out of Google Analytics, visit the [Google Privacy Page](#).

Our Site utilizes Google Adwords, an online advertising program provided by Google. Google may use the data collected to contextualize and personalize the ads of its own advertising network, DoubleClick. We use Google to show you interest-based advertisements based on your activity on our Site and other websites. Currently, our Site does not recognize if your browser sends a “do not track” signal or similar mechanism to indicate you do not wish to be tracked or receive interest-based ads. You can, however, obtain more information about Google’s advertising services, including your opt-out rights, [here](#). Please note that if you choose to opt out, you will continue to see ads on our Site, but they will not be based on how you browse and shop. Our Site implemented the Remarketing with Google Adwords feature, which utilizes the DoubleClick cookie. To learn more, and to opt out of Google Adwords, visit the [Google Privacy Page](#).

Our Site utilizes Google Tag Manager, an analytics service provided by Google. This service enables Omron to monitor and analyze web traffic and can be used to keep track of user behavior. To learn more, and to opt out of Google Tag Manager, visit the [Google Privacy Page](#).

Our Site utilizes Bazaarvoice, a user generated product review service provided by Bazaarvoice, Inc. (“Bazaarvoice”). Bazaarvoice collects non-personally identifiable data about when users who interact with the ratings/reviews service within the Site go on to make a purchase or take other specified actions within the Site. Bazaarvoice customizes the display of the Site based on what items users have submitted reviews, comments or other feedback against; remember when you were last asked a question, to avoid asking you the same question too many times; remember whether you have made a preference as to how you would like to view parts of the website (ie. mobile/full desktop); and identify anonymous users who rank content as “helpful” or who report “inappropriate content.” To learn more, and to opt out of Bazaarvoice, visit the [Bazaarvoice Privacy Page](#).

Our Site utilizes Crazy Egg, a heat mapping service provided by Crazy Egg, Inc. (“Crazy Egg”). Crazy Egg tracks the areas of a page where users most frequently move the mouse or click. This shows where the points of interest are. These services make it possible to monitor and analyze web traffic and keep track of user behavior. To learn more, and to opt out of Crazy Egg, visit the [Crazy Egg Privacy Page](#).

Our Site utilizes Inspectlet, an analytics service provider provided by Inspectlet, Inc. (“Inspectlet”). Inspectlet analyzes how users interact and engage with our Site. These services make it possible to monitor and analyze web traffic and keep track of user behavior. To learn more, and to opt out of Inspectlet, visit the [Inspectlet Privacy Page](#).

Our Site utilizes MailChimp, an email address management and message sending service provided by MailChimp Inc. (“MailChimp”). MailChimp collects email addresses to communicate via email, collects data concerning date and time when the email is viewed, as well as any interactions with the mail such as clicking on links within. To learn more, visit the [MailChimp Privacy Page](#). You may opt out of Omron Healthcare email communications at any time by contacting us [here](#).

Our Site utilizes Facebook Custom Audiences, an online advertising program provided by Facebook, Inc. (“Facebook”) which enables us to create an audience using data held by Facebook to deliver interest-based advertising. We ask Facebook to show you ads that are customized based on your interaction with our Site and to measure how you interact with those ads. To learn more, and to opt out of Facebook Custom Audiences, visit the [Facebook Privacy Page](#).

Our Site utilizes Magnetic, an online advertising program provided by Magnetic Media Online, Inc. (“Magnetic”). Magnetic collects information about online activity related to search, website and shopping behavior which enables us to provide personalized services. To learn more, and to opt out of Magnetic, visit the [Magnetic Privacy Policy](#).

Our Site utilizes Maxymiser, a Site testing and optimization tool provided by Oracle (“Oracle”). Maxymiser cookies allow us to discover how our Site is working and optimize their customer experience using analytical cookies. To learn more, and to opt out of Maxymiser, visit the [Oracle Privacy Policy](#).

Our Site utilizes MediaMath’s TerminalOne™ Marketing Operating System, an online advertising platform provided by MediaMath, Inc. (“MediaMath”). We utilize MediaMath as an ad buying platform for targeted and retargeted advertising. To learn more, and to opt out of MediaMath, visit the [MediaMath Privacy Policy](#).

Our Site utilizes The Trade Desk, an online advertising platform provided by The Trade Desk, Inc. (“Trade Desk”). We utilize Trade Desk as an ad buying platform for targeted and retargeted advertising. To learn more, and to opt out of Trade Desk, visit the [Trade Desk Privacy Policy](#).

Our Site utilizes Sizmek, an online advertising platform provided by Sizmek, Inc. (“Sizmek”). We utilize Sizmek as an ad buying platform for targeted and retargeted advertising. To learn more, and to opt out of Sizmek, visit the [Sizmek Privacy Policy](#).

Our Site utilizes UpSellIt, an email management and cart abandonment service provided by USI Technologies, Inc. (“UpSellIt”). We utilize UpSellIt to monitor how users interact with our Site, specifically our shopping cart, and using their behavioral conversion strategies, send emails on our behalf. To learn more, and to opt out of UpSellIt, visit the [UpSellIt Privacy Policy](#).

Our Site utilizes Cordial, an email address management and message sending service provided by Cordial Experience, Inc. (“Cordial”). Cordial collects email addresses to communicate via email, collects data concerning data and time when the email is viewed, as well as any interactions with the mail such as clicking on links within. To learn more, visit the [Cordial Privacy Page](#). You may opt out of Omron Healthcare email communications at any time by contacting us [here](#).

Our Site utilizes email service from SendGrid, an email address management and message sending service provided by SendGrid Inc. (“SendGrid”). To learn more, visit the [SendGrid Privacy Policy](#) and [Terms of Service](#).

3.3 Your Consent. In addition to the sharing described elsewhere in this Policy, we will share personal information with companies, organizations or individuals outside of Omron

when we have your consent to do so.

3.4 **Legal Proceedings.** We will share personal information with third party companies, organizations or individuals outside of Omron if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:

- (a) Meet any applicable law, regulation, subpoena, legal process or enforceable governmental request.
- (b) Enforce applicable Terms of Use, including investigation of potential violations.
- (c) Detect, prevent, or otherwise address fraud, security or technical issues.
- (d) Protect against harm to the rights, property or safety of Omron, our users, customers or the public as required or permitted by law.

3.5 **Transfer in the Event of Sale or Change of Control.** If the ownership of all or substantially all of our business changes or we otherwise transfer assets relating to our business or the Site to a third party, such as by merger, acquisition, bankruptcy proceeding or otherwise, we may transfer or sell your personal information to the new owner. In such a case, unless permitted otherwise by applicable law, your information would remain subject to the promises made in the applicable privacy policy unless you agree differently.

#### **4. Access to your information and choices**

If you have questions about personal information we have about you or need to update your information, you can [Contact Us](#) or call us at (866) 216-1333. You can opt-out of receiving marketing and promotional emails from Omron by using the opt-out or unsubscribe feature contained in the emails. You can close your OmronWellness.com account by going in the dashboard portion of the Site and unregistering your account. If you close your account, we will no longer use your online account information or share it with third parties. We may, however, retain a copy of the information for archival purposes, and to avoid identity theft or fraud.

If you have questions about our online store, you can [Contact Us](#) or call us at (866) 216-1333.

#### **5. Security of your information**

We use industry standard physical, technical and administrative security measures and safeguards to protect the confidentiality and security of your personal information. However, since the Internet is not a 100% secure environment, we cannot guarantee, ensure, or warrant the security of any information you transmit to us. There is no guarantee that information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. It is your responsibility to protect the security of your login information. Please note that emails and other communications you send to us through our Site are not encrypted, and we strongly advise you not to communicate any confidential information through these means.

#### **6. Consent to data processing in United States**

Our Site is operated and managed on servers located and operated within the United States. By using and accessing our Site, residents and citizens of countries and jurisdictions outside of the United States agree and consent to the transfer to and processing of personal information on

servers located in the United States, and that the protection of such information may be different than required under the laws of your residence or location.

#### **7. Changes to our privacy policy**

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your consent in accordance with applicable law. We will post any Privacy Policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of privacy policy changes). We will also keep prior versions of this Privacy Policy in an archive for your review.

#### **8. Question and how to contact us**

If you have any questions, concerns, complaints or suggestions regarding our Privacy Policy or otherwise need to contact us, please [Contact Us](#), email us at [omronhealthcare@speedymail.com](mailto:omronhealthcare@speedymail.com), call us at (866) 216-1333, or contact us by US postal mail at the following address:

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