

## PRIVACY POLICY

Last Updated: [April 30, 2025]

Paragon Health IT, Inc., doing business as Strings (“Strings,” “we,” “us,” or “our”), respects your privacy. This Privacy Policy describes how we collect, use, disclose, and protect Personal Information when you: (a) visit [www.stringsdata.com](http://www.stringsdata.com) or any site that links to this Privacy Policy along with any related websites, or networks (collectively, the “Site”), (b) access or use our cloud-based software-as-a-service platform and related applications, platforms, support services, or other services; or (c) interact with us through other channels such as in person events (together with the Site, the “Services”). For this Privacy Policy, “Personal Information means any information relating to an identified or identifiable individual.

We use data that we collect for a variety of purposes, including to provide the Services to you, to contact you about relevant content, and to improve and promote our products and services. This Privacy Policy describes your choices and rights with respect to your Personal Information. By accessing or using the Services, you acknowledge that you have read and understood this Privacy Policy. If you do not agree with any part of it, please do not use the Services.

We update this Privacy Policy from time to time and encourage you to review this Privacy Policy periodically. We will post any changes to the Privacy Policy on this page. By continuing to access or use the Services you consent to the changed terms.

### 1. INFORMATION WE COLLECT

**Information You Provide Directly.** We collect the information you choose to give us, which may include: names; business or mailing addresses; telephone numbers; email addresses; usernames and passwords; job titles and employer information; contact preferences; search queries; records and copies of correspondence; and any other information you voluntarily provide (for example, when you fill out a web form, create an account, register for a demo, seek customer support, attend a conference, sign up for a mailing list, provide feedback, apply for a job posting on our careers page, or correspond with us). If you maintain an account, we also collect the content you store in or transmit through the Services.

**Information Collected Automatically.** When you interact with the Services, we automatically collect certain data including, without limitation,:

- Log and usage data such as IP address, browser type, operating system, referring URLs, pages viewed, the date/time of each visit, and the links you click.
- Device data such as device identifiers, mobile carrier, hardware model, and general location derived from IP address.
- Cookie data placed through first-party and third-party cookies, pixels, tags, and similar technologies (collectively, “Cookies”).
- Information regarding your interaction with email messages, such as whether you opened, clicked on, or forwarded a message.
- Information about your use of third-party websites that have enabled integrations with our Services, for example, whether you have clicked on an advertisement, the website address of the site that published this advertisement, and other associated information. This personal information may be combined with other information obtained from advertising networks and other sources to create more accurate data about your viewing and click-through activity with these advertisements. If you believe your personal information has been used in this manner, you should consult the privacy notices posted on the third-party sites for more information about the use of your personal information and your associated rights.

**Information from Third Parties.** We may receive Personal Information about you from business partners, publicly available sources, lead-generation providers, social networks (e.g., when you interact with our LinkedIn page), or other third party sources. We may combine this information with other information that we maintain about you. To the extent that it is Personal Information, we treat such information in accordance with this Privacy Policy and applicable law.

## More Details Regarding Cookies and Similar Technologies.

The Services may use cookies and similar technologies to distinguish you from other users of the Services. Cookies are small files that allow for personalization of the Services experience by saving your information such as user ID and other preferences. The Service may also use a related technology called local storage which allows preferences and session information to be stored locally on your computer or mobile device.

Also, please be aware that third parties, such as companies displaying advertisements on the Service or the sites or services provided by third parties (“Third-Party Sites”) that may be linked to from the Services, may set cookies or use other means of passively collecting information about your use of their services, Third-Party Sites or content. We do not have access to, or control over, these third-party means of passive data collection.

No Sensitive or Children’s Data. We do not knowingly collect Sensitive Personal Information (as defined by California law) or information from children under 16, and we do not target the Services to minors. If you are under the age of 16, do not use or provide any information to the Services. If you believe we have collected such information, please contact us at \_\_\_\_\_ so we can delete it. Residents of certain states under the age for 13, 16, or 18 may have additional rights regarding the collection and sale of their personal information. Please see Section 0 for more information.

## 2. HOW WE USE PERSONAL INFORMATION

We use Personal Information for the following purposes:

- To create, maintain, and secure accounts, authenticate users, and provide the Services;
- To operate, analyze, improve, and customize the Services, including through aggregated analytics;
- To respond to inquiries, provide customer and technical support, and send administrative messages;
- To send marketing and promotional communications you have opted to receive and to measure campaign effectiveness;
- To detect, investigate, and protect against security incidents, fraud, or illegal activity;
- To comply with legal obligations, enforce our agreements, or defend against legal claims; an
- For any other purpose for which you give consent.
- Any other purpose permitted by law

Where applicable law (such as the EU General Data Protection Regulation) requires a lawful basis, we rely on consent, performance of a contract, legitimate interests (for example, improving our Services or securing our systems), legal obligations, or vital interests, as appropriate.

## 3. COOKIES AND TRACKING TECHNOLOGIES

We use Google Analytics 4, legacy Universal Analytics, LinkedIn Insights, and similar tools to understand how visitors use the Site and to improve performance. Cookies may also be set by embedded third-party services. You may block or delete Cookies through your browser settings; however, parts of the Services may not function properly. Strings honors Global Privacy Control (“GPC”) and other legally recognized universal opt-out mechanisms in California and Colorado. For more information, visit <https://globalprivacycontrol.org>.

## 4. DISCLOSURE OF PERSONAL INFORMATION

We do not sell or “share” Personal Information for cross-context behavioral advertising as those terms are defined by the California Consumer Privacy Act, as amended by the California Privacy Rights Act (collectively, “CCPA/CPRA”). We disclose Personal Information only:

- To service providers, contractors, and other third parties that support our business including through hosting our infrastructure, providing analytics, marketing, customer relationship management, email, data storage, or similar support;
- To business affiliates (e.g., subsidiaries);
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some of all of our assets;

- To fulfill the purpose for which you provide it or which we disclosed to you at the time you provided us the information;
- To enforce or apply our Terms of Use and other agreements, including for billing and collection purposes;
- If required by law, subpoena, or court order, or to protect the rights, property, or safety of Strings, our users, or others; or
- With your consent or at your direction.

## 5. RETENTION

We retain Personal Information for as long as: (i) your account is active, (ii) required to fulfill the purposes described in this Privacy Policy, or (iii) necessary to comply with legal, tax, or accounting requirements, resolve disputes, or enforce our agreements. We periodically review the data we hold and delete or anonymize it when it is no longer needed.

## 6. SECURITY

We maintain commercially reasonable administrative, technical, and physical safeguards designed to protect Personal Information against accidental or unlawful destruction, loss, alteration, unauthorized disclosure, or access. No method of transmission over the Internet or method of storage is completely secure; therefore, we cannot guarantee absolute security. If you transmit personal information in the Services, you do so at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Services. The safety and security of your information also depends on you. Where you have a password for access to certain parts of our Services, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

## 7. YOUR PRIVACY RIGHTS

### US State Laws

Some state laws provide residents with additional rights concerning use of personal information. California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia provide (now or in the future) their state residents with rights to

- Confirm whether we process their personal information;
- Access and delete certain personal information;
- Correct inaccuracies in their personal information, taking into account the information's nature processing purpose (excluding Iowa and Utah);
- Data portability;
- Opt-out of personal data processing for:
  - targeted advertising (excluding Iowa);
  - sales; or
  - profiling in furtherance of decisions that produce legal or similarly significant effects (excluding Iowa and Utah).
- Either limit (opt-out of) or require consent to process sensitive personal data.

The scope of these rights, and applicability to Strings may vary by state. To inquire about or exercise any of these rights, please emailing us at [privacy@stringsdata.com](mailto:privacy@stringsdata.com). We will verify your identity by matching the information you provide with our records and will respond within the timeframes required by law. If we deny a request, we will explain the reasons and, if applicable, how to appeal.

California's "Shine the Light" law (Civil Code Section § 1798.83) permits California residents to request certain information regarding the disclosure of personal information to third parties for their direct marketing purposes.

We do not share personal information with third parties for their direct marketing purposes, and therefore California's 'Shine the Light' law does not apply to our business

#### EEA/UK Data Subjects

We do not currently target or monitor individuals in the European Economic Area or United Kingdom. If we begin to do so, we will update this Privacy Policy to reflect appropriate international transfer safeguards, appoint a representative, and honor GDPR rights.

#### 8. ACCOUNT MANAGEMENT

Registered users can review, update, or delete certain account information at any time by logging into their account settings. You may also contact us using the information in Section 12 to request changes or deletion of your account.

#### 9. DO NOT TRACK

The Site does not respond to browser "Do Not Track" signals at this time; however, we recognize and process GPC signals as described above.

#### 10. THIRD-PARTY WEBSITES

The Services may contain links to third-party sites or integrations with third-party platforms. Any access to and use of such sites is governed by the privacy policies of those third parties, which may differ from ours. We are not responsible for the privacy practices or content of third-party services.

#### 11. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. If we make material changes, we will post the revised Policy and update the "Last Updated" date above. You are responsible for periodically visiting our Website and this privacy policy to check for any changes. Your continued use of the Services after the effective date constitutes acceptance of the revised Policy.

#### 12. CONTACT US

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact our Data Privacy Officer:

Eric Rice  
Paragon Health IT, Inc. dba Strings  
500 Capitol Mall, Suite 2350  
Sacramento, CA 95814  
Email: [eric@stringsdata.com](mailto:eric@stringsdata.com)  
Phone: 888-694-3933

You may also email our general support team at [jef@stringsdata.com](mailto:jef@stringsdata.com).