

# PRIVACY STATEMENT

Sleep Analysts (the “Company,” “we”) is committed to protecting your privacy and maintaining the confidentiality and security of your personal information. This Statement of Privacy applies to Sleep Analysts’ website and governs data collection and use. By using this website, you consent to data practices described in this statement.

## Collection of Personal Information

Sleep Analysts does not collect information that would personally identify you unless you choose to provide it. If you choose to provide us with personal information by sending an email or by filling out a form with personal information and submitting it through our website, we will use that information to respond to your message or inquiry.

Sleep Analysts collects personally identifiable information, such as your e-mail address, name, address and telephone number, as well as anonymous demographic information, which is not unique to you, such as your ZIP code, age, gender, preferences, interests and favorites. There is also information about your computer hardware and software that is automatically collected by this website. This information can include your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of this website.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through public message boards, this information may be collected and used by others. We encourage you to review the privacy statements of websites that you choose to link to from this website so that you can understand how those websites collect, use and share your information. Sleep Analysts is not responsible for the privacy statements or other content on any other website.

## Use of Personal Information

Sleep Analysts uses your personal information to deliver services to you that you have requested, provide customer support, and operate its website. We may use your personal information to send you email or postal mail on other products or services that we, or our affiliates, offer and to conduct research regarding your opinion of current services or potentially new services that we may provide in the future.

We may also share data with trusted third parties to help us perform statistical analysis about our visitors, traffic patterns, and how users navigate our website. The data reflect site-usage patterns gathered during visits to our website, but they do not contain behavioral or identifying information about any individual. All such third parties are prohibited from using your personal information except to provide these services and are required to maintain the confidentiality of your information.

Sleep Analysts’ website uses "cookies" to help us personalize your online experience. A cookie is a text file that is placed on your hard disk in order to collect information about your activities on the website. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

Sleep Analysts will not give, share, sell, or transfer any personally identifiable information that we receive from you to any party outside of the Company unless permitted or required by law. We do not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent. We do not sell, rent, or lease customer lists to third parties.

### **Security of Personal Information**

Sleep Analysts secures your personal information from unauthorized access, use, or disclosure by using reasonable security measures to protect the confidentiality of personal information under our control. We secure the personally identifiable information on computer servers in a controlled, secure environment. When personal information is transmitted to other websites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

Sleep Analysts uses third party vendors and hosting partners to provide the necessary hardware, software, networking, storage, printing, customer service tools, and related technology to run services. If we provide personal information to third parties, we only provide the personal information needed to deliver the service. They are required to maintain high standards of confidentiality and security when using personal information, and are explicitly prohibited from using that information for any other purpose.

Although we have taken reasonable steps to ensure the integrity and confidentiality of your personal information, you should understand that electronic transmissions via the Internet are not necessarily secure from interception. Therefore, we cannot absolutely guarantee the security or confidentiality of such transmissions. There is always some risk that an unauthorized third party may find a way around our security system or that transmissions of your information over the Internet may be intercepted. You should always use caution when submitting personal information online.

Email communications that you send to us via links on our website may be shared with an employee, medical expert or agent that is most able to address your inquiry. The email functionality on our website does not provide a completely secure and confidential means of communication. Any information sent through email is inherently insecure. It is possible that your email communication may be accessed or viewed by another Internet user while in transit to us. If you wish to keep your communication private, do not use email. When you send information through email, you do so at your own risk.

### **Changes to Privacy Statement**

Sleep Analysts will occasionally update its Privacy Statement to reflect company and customer feedback. We encourage you to periodically review this Statement to keep abreast of any changes.