IngMar Medical Privacy Policy – effective February 2022

IngMar Medical's intention for this privacy policy is to clearly communicate what data we collect, how we use that data, and your rights with regard to your personal information.

Definitions

- **Personal Information**– this is any information that can be used to directly or indirectly identify a natural person. This information can be a name, an identification number, address or other geographic data, email address, etc.
- **Processing**– When we trend, analyze, or store the information we collect, this is considered processing.
- **Sub-Processor**– If we use a service provided by another company (e.g. Google Analytics) to store or compile personal information, the company providing the service is the sub-processor.
- **Consent**– Consent is permission freely and expressly provided by a natural person for his or her personal information to be processed.
- **Order Record** – This is a record of the products purchased by a customer. It does not include payment information (credit card/bank account numbers, etc.)

What Information We Collect and How We Use It

- Purchases & Website: We only collect the minimum information necessary in order to process your orders, and to identify ways in which IngMar Medical can improve the array of products and services we offer to our customers.
- We maintain order records indefinitely, as some of our customers have requested long retention times of their order information and our ERP system does not allow order records to be deleted. This provides traceability in the event of service required for a legacy product.
- We do not retain payment information (credit card/bank account numbers, etc.).
- Website (ingmarmed.com) – Our website, ingmarmed.com, uses Google Analytics in order to measure and analyze traffic to optimize our products and services for our customers.
- Store (https://www.ingmarmed.com/store/) – When you visit our online store, we collect your shipping address and payment information.
- When you contact us directly (phone, email, etc.) to purchase our products and/or services, we collect your shipping and payment/billing information.
- Surveys – We use SurveyMonkey to collect customer feedback on IngMar Medical's provision of products and services. When you click on the link that we provide to you and enter information rating our products and services, we collect any identifying information that you provide.
- We have business partners with whom we collaborate in designing, manufacturing, and selling products. In order to prevent duplicate emails from being sent to our shared customers, we share email lists with these business partners.
- LMS (Learning Management System) Courses:

    - We collect course-related data regarding progress/completion and send it to AARC and/or other trusted continuing education providers for the awarding of credits towards students' certifications.
- We never sell personal data.
- Our customers are trained professionals in industry and academia, therefore we do not sell or market to children under the age of 13, and we collect/process no personal information relevant to children.
- From time to time, we send emails to our current customers to provide them with news of our updated products and services.
- Our Sub-Processors
    - FreshWorks, Inc.
    - Google Analytics
    - AppTrix
    - SurveyMonkey
    - Laerdal Medical
    - Treeno
    - Zoom
    - Quick License Manager (Soraco)
    - LearnUpon (https://www.learnupon.com/privacy-policy/)

Your Rights

- Right to Withdraw Consent – You have the right to change your mind and withdraw consent that you previously provided.
- Right to Erasure – You have the right to have us delete your information, although this may limit the services available to you.
- Right to Access – You have the right to see your personal information that we collect and use.
- Right to Correct Misinformation – You have the right to correct errors that may be present in your personal information.
- Right to Object – You have the right to object to how we use your information.
- Right to Complain – European Union members have the right to complain to a Supervisory Authority in your member state, if you consider IngMar Medical's processing of your personal data to be in infringement of GDPR.

Changes to This Policy

This policy is in effect as of November 16, 2020. As IngMar Medical continuously improves and streamlines its processes, changes to our privacy policy may become necessary. If such changes are necessary, they will be posted on our website.

Legal

Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies," which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

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