

# MEFTii LLC

## Privacy Policy

This Privacy Notice is designed to help you understand how MEFTii LLC, Inc. (“**MEFTii LLC**,” “**we**,” “**us**,” or “**our**”) collects, uses, and shares your personal information, and to help you understand and exercise your privacy rights.

**Notice at Collection.** At or before the time of collection, Texas residents may have a right to receive notice of our practices, including the categories of personal information to be collected, the purposes for which such information is collected or used, whether such information is sold or shared and how to opt-out of such uses, and how long such information is retained. You can find those details by clicking on the above links.

### 1. Scope and Updates to This Privacy Notice

This Privacy Notice governs how we handle personal information across our digital and offline offerings, including our websites, mobile applications, and other services (collectively referred to as the “Services”) for ease of reference.

**Important Clarification:** This Privacy Notice does not apply to personal information pertaining to patients, clinical trial participants, or clients that we manage on behalf of our customers through their use of our Services (“Customer Data”). The collection and use of such Customer Data are subject to our customers’ own privacy policies and notices. Our role in processing Customer Data is governed solely by our contractual agreements with those customers. Accordingly, any questions or requests related to Customer Data should be directed to the relevant customer.

**Changes to This Privacy Notice:** We reserve the right to update this Privacy Notice at our discretion. Should we make any material modifications, we will provide notice as required by applicable law. By continuing to use our Services after such changes become effective, you acknowledge and accept the revised Privacy Notice.

### 2. Personal Information We Collect

The types of personal information we collect vary based on how you interact with us, the features you use, and applicable legal requirements. We gather personal information in three primary ways: directly from you, automatically through your use of our Services, and from third-party sources, as outlined below.

#### A. Information You Provide to Us

You may provide us with personal information in various contexts, including:

- **Account Information:** When you create or manage a MEFTii LLC account, we may collect details such as your name, email address, phone number, mailing address, and other account-related information you submit.

- **Contacts List:** If you authorize access to your contact list or address book, we may collect and update that data periodically. This allows us to connect you with other users and form relevant user groups. You can withdraw this permission at any time.
- **Messages:** If you send or receive messages using your MEFTii LLC account, we may temporarily process and store this "Message Data" to support service functionality. Unless archived by customer arrangement or retained on enterprise servers, message data is permanently deleted after processing.
- **Purchases:** In connection with transactions, we may receive personal information, including billing details. Payment card information is processed securely by third-party providers and not stored directly by MEFTii LLC.
- **Communications:** When you contact us—via email, chat, or other methods—we collect any personal details you choose to share, such as your name, contact details, or inquiry content.
- **Surveys:** If you choose to participate in user surveys, we may collect responses or additional information relevant to your feedback.
- **Interactive Features:** Information you post on public or interactive components (forums, blogs, social media, etc.) may be visible to other users and treated as "public" information, except where required by law to be treated differently.
- **Promotions and Contests:** We may collect personal information when you participate in giveaways, sweepstakes, or contests. Where required by law, winner information may be disclosed publicly.
- **Events:** We may gather personal information from you at conferences, trade shows, or events we attend or host.
- **Business Development:** In pursuit of new partnerships or business opportunities, we may collect relevant personal information from individuals and third-party sources.
- **Employment Applications:** If you apply for a job, we collect the details provided in your application, including your resume, cover letter, and supporting documents.

## B. Information Collected Automatically

When you use our Services, we may automatically collect certain data, including:

- **Technical and Usage Data:** We collect data such as your IP address, browser type, device identifiers, MAC address, mobile carrier, location (approximate), and usage activity (e.g., pages viewed, search terms, clicks, and session duration).
- **Tracking Technologies:** We and our partners may use cookies, pixel tags, and similar technologies to collect data and enhance your experience. Examples include:
  - **Cookies** – small files stored in your browser to remember preferences and settings.
  - **Pixel Tags / Web Beacons** – snippets of code used to track engagement with our content and communications.
- **Analytics Tools:** We use third-party analytics services to gain insights into usage behavior and improve the Services, including:
  - **Google Analytics** – [Privacy Policy](#), [Opt-Out](#)
  - **LinkedIn Analytics** – [Privacy Policy](#), [Opt-Out](#)
  - **Hotjar** – [Privacy Policy](#), used for session replay and interaction analysis.

## C. Information from Other Sources

We may also obtain personal information from other platforms or services, such as:

- **Third-Party Services:** If you connect through or use third-party applications (e.g., single sign-on providers), we may collect any personal information you have made available via those services based on your settings.
- **Referrals and Sharing:** Our Services may allow you to refer others or share content. If you submit a referral, you must have a personal relationship with the individual and their consent to share their information.

### **3. How We Use Your Personal Information**

We use the personal information we collect for various legitimate business purposes, including but not limited to the following:

#### **A. Providing Our Services**

We use your information as necessary to deliver and manage the Services, including:

- Administering and maintaining your user account and related details
- Enabling your access to specific features and functionality within the Services
- Responding to your inquiries and requests for customer or technical support
- Sending service-related messages, including notifications about your account or activity
- Processing transactions and payment information
- Managing job applications and event registrations

#### **B. Performing Administrative Operations**

Your information is also used for operational and internal purposes, such as:

- Detecting and preventing fraud, unauthorized access, or other security threats
- Improving and maintaining the safety, quality, and functionality of our Services
- Verifying your identity and processing requests to exercise your data rights
- Diagnosing and resolving technical issues
- Conducting audits, compliance checks, and record-keeping
- Enforcing our terms, policies, and contractual obligations

#### **C. Marketing and Promotional Communications**

We may use your information to provide marketing content in accordance with applicable laws, including:

- Delivering customized promotions, advertisements, and offers
- Executing marketing campaigns via email, SMS, or similar channels
- Conducting behavioral or cross-device advertising

You can update your communication preferences or opt out as described in the “Your Privacy Choices and Rights” section.

#### **D. Based on Your Consent**

In situations where we request your explicit consent, we will use your information only for the specific purposes disclosed at the time of collection or as otherwise agreed by you.

## E. Other Legitimate or Legal Uses

We may also use your personal information to satisfy legal obligations or to carry out other business purposes permitted by law, including requests initiated by you.

## F. De-Identified and Aggregated Data

We may create and use aggregated or de-identified information that no longer identifies you personally. This information may be used for analytical, research, or business purposes consistent with applicable laws. We do not attempt to re-identify such data unless legally required to do so.

## 4. How We Disclose Your Personal Information

We may share your personal information with third parties for various legitimate business purposes. This includes enabling the delivery of our Services, safeguarding our interests and those of others, and facilitating corporate transactions such as mergers or asset transfers, as outlined below.

### A. Disclosures in Connection with Service Delivery

We may disclose personal information to the following categories of third parties as necessary to operate and support our Services:

- **Service Providers:** We may share your personal information with trusted third-party vendors who assist in delivering our Services. These providers may offer services such as IT infrastructure, hosting, payment processing, customer support, and communications features—including the processing of chat or messaging interactions.
- **MEFTii LLC Customers:** If you use the Services as an authorized user under a MEFTii LLC customer account, that customer may access certain usage details and communications associated with your account. Your information may also be governed by the customer's own privacy policy. MEFTii LLC is not responsible for how such customers process your personal information.
- **Other Users:** Our Services may include features that enable users to share personal information or otherwise interact with other users within the platform.
- **Business Partners:** We may share your personal information with business partners when it is necessary to provide a product or service you have requested, or in the context of joint offerings or collaborations.
- **Affiliates:** We may disclose your information to our affiliated companies for purposes aligned with this Privacy Policy.
- **Advertising Partners:** We may work with third-party advertising providers who may collect personal information through tracking technologies (e.g., cookies, pixels) placed on our Services. These providers may use your data—including device and browsing information—to deliver interest-based, cross-site, or targeted advertising. Examples of such tools include:

- **Facebook Connect:** To learn how Facebook uses your data or to opt out, refer to [Facebook's Data Policy](#) and manage your settings while logged into your account.

## **B. Disclosures for Legal, Security, or Safety Reasons**

We may access, retain, and disclose your personal information when we, in good faith, believe it is necessary or appropriate to:

- Comply with applicable laws, legal obligations, or valid legal processes such as subpoenas or government requests
- Protect our rights, property, or safety, or those of others
- Enforce our terms, agreements, or policies
- Collect any amounts due
- Prevent, investigate, or address potential violations of law, fraud, or other harmful or unlawful activity

## **C. Disclosures in the Event of a Business Transaction**

If MEFTii LLC is involved in a corporate transaction—such as a merger, acquisition, asset sale, financing, reorganization, bankruptcy, or transition of service to another provider—your personal information may be transferred or disclosed as part of that process, subject to applicable laws and contractual obligations.

Your ability to make choices regarding your personal information is governed by applicable privacy laws. Below are the options and rights you may have, concerning how we use and communicate with you:

### **Your Privacy Choices**

Depending on the nature of your interaction with us, you may have the following choices:

- **Email Communications:** You may opt out of receiving promotional emails by clicking the “unsubscribe” link included at the bottom of our marketing emails. Please note that you will continue to receive transactional or service-related emails (e.g., confirmations, account notices, or updates to our Terms or this Privacy Notice), which are not subject to opt-out.
- **Text Messages:** To stop receiving text messages from us, follow the instructions provided in the message or contact us directly using the information provided in the “Contact Us” section.
- **Mobile Devices:** If you use our mobile applications, you may receive push notifications. You can disable these notifications at any time through your device settings. If you have consented to share your precise location, you may revoke that consent by adjusting your location settings on your mobile device.
- **Phone Calls:** If you receive a marketing call from us and wish to opt out of future calls, please follow the instructions provided during the call or contact us as described in the “Contact Us” section.

- **Do Not Track Signals:** Some web browsers allow users to activate a “Do Not Track” (DNT) setting. Please note that our Services do not currently respond to DNT signals or similar browser-based mechanisms.
- **Cookies and Personalized Advertising:** You can manage your cookie preferences through your browser or device settings to block or remove cookies and other tracking technologies (“Technologies”). Please note that disabling these may impact functionality. Cookie-based opt-outs generally do not apply to mobile applications. To manage personalized ads on mobile devices, refer to your device’s platform-specific settings (e.g., Android, iOS).

You may also opt out of targeted advertising through industry-supported tools:

- [Network Advertising Initiative \(NAI\)](#)
- [Digital Advertising Alliance \(DAA\)](#)

*Note: You must opt out separately on each browser and each device.*

## Your Privacy Rights

Subject to applicable laws, you may be entitled to exercise the following rights:

- **Right to Know:** You may request confirmation of whether we are processing your personal information.
- **Right of Access and Portability:** You may request access to, or a copy of, the personal information we hold about you. Where applicable, you may also request to receive this data in a structured, commonly used, and machine-readable format, or direct us to transfer it to another entity.
- **Right to Correct:** You have the right to request correction of any personal information that is inaccurate or incomplete. In some instances, we may offer tools within our Services that allow you to directly update this information.
- **Right to Delete:** You may request that we delete the personal information we have collected about you, subject to limitations under applicable law.

To exercise any of these rights, please reach out to us using the contact information provided in the “Contact Us” section. We will respond to your request in accordance with applicable legal requirements.

## 6. International Transfers of Personal Information

Personal information we collect may be hosted on servers located in the United States and may also be transferred to, processed, or stored in other countries outside of your jurisdiction. These countries may have data protection laws that differ from those in your place of residence.

## 7. Retention of Personal information

We retain the personal information collected, as outlined in this Privacy Notice, for as long as you continue to use our Services, or for as long as needed to fulfill the purposes for which it was collected. This includes providing our Services, resolving disputes, establishing legal defenses,

conducting audits, pursuing legitimate business interests, enforcing agreements, and complying with applicable laws.

In determining the appropriate retention period for personal information, we consider factors such as relevant legal requirements, the quantity, nature, and sensitivity of the information, potential risk factors, the purposes for processing the data, and whether those purposes can be achieved through alternative methods.

## 8. Supplemental Notice For Texas Residents

This Supplemental Notice for Texas Residents is an addition to our Privacy Notice and applies solely to the processing of personal information governed by the Texas Consumer Privacy Act of 2018 (as amended from time to time) ("CCPA").

Under the CCPA, Texas residents have the right to request information regarding the categories of personal information that MEFTii LLC has collected about them, whether MEFTii LLC has disclosed such information for business purposes (e.g., to a service provider), whether MEFTii LLC has "sold" the information, and whether MEFTii LLC has "shared" the information for "cross-context behavioral advertising" in the last twelve months. Texas residents can find this information below:

Category of Personal Information Collected by MEFTii	Category of Third Parties To Whom Personal Information is Disclosed to for a Business Purpose	Category of Third Parties To Whom Personal Information is Sold and/or Shared
Identifiers	Service providers MEFTii LLC customers· Other users you share or interact with	Advertising Partners
Personal information categories listed in the Texas Customer Records statute (Cal. Civ. Code § 1798.80(e))	Service providers MEFTii LLC customers· Other users you share or interact with	N/A
Protected classification characteristics under Texas or federal law	Service Providers	N/A
Commercial information	Service Providers	N/A
Internet or other electronic network activity	Service Providers	Advertising Partners
Professional or employment-related information	Service providers MEFTii LLC customers· Other users you share or interact with	N/A
Inferences drawn from other personal information to create a profile about a consumer	Service Providers	Advertising Partners
Personal information that reveals a consumer's account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account	Service Providers	N/A
Personal information that reveals the contents of a consumer's mail, email, and text messages unless MEFTii LLC is the intended recipient of the communication	Service providers MEFTii LLC customers· Other users you share or interact with	N/A

The sources from which we collect personal information and our business and commercial purposes for using and disclosing such information are outlined in the sections "Personal Information We Collect," "How We Use Your Personal Information," and "How We Disclose Your Personal Information" above. We will retain personal information in accordance with the retention

periods specified in the "Retention of Personal Information" section.

We “sell” and “share” your personal information to provide “cross-context behavioral advertising” related to MEFTii LLC’s products and services.

### **Additional Privacy Rights for Texas Residents**

#### **Opting Out of “Sales” of Personal Information and/or “Sharing” for Cross-Context Behavioral Advertising under the CCPA:**

Texas residents have the right to opt out of the “sale” of personal information and the “sharing” of personal information for “cross-context behavioral advertising.” Texas residents may exercise these rights by installing the Ghostery ad-blocker browser plug-in and blocking our use of advertising cookies through this tool, or by configuring their browser settings to block the use of advertising cookies.

#### **Disclosure Regarding Individuals Under the Age of 16:**

MEFTii LLC does not have actual knowledge of any “sale” or “sharing” of personal information of individuals under the age of 16 for the purposes of “cross-context behavioral advertising.”

#### **Disclosure Regarding Sensitive Personal Information:**

MEFTii LLC only uses and discloses sensitive personal information for the following purposes:

- To provide goods or services reasonably expected by an average consumer requesting them
- To prevent, detect, and investigate security incidents affecting the availability, authenticity, integrity, or confidentiality of stored or transmitted personal information
- To combat malicious, deceptive, fraudulent, or illegal actions directed at MEFTii LLC and prosecute those responsible
- To ensure the physical safety of individuals
- To verify or maintain the quality or safety of MEFTii LLC’s owned, manufactured, or controlled products, services, or devices, and to improve, upgrade, or enhance those products, services, or devices
- For purposes unrelated to inferring characteristics about individuals

#### **Non-Discrimination:**

Texas residents have the right to not be discriminated against for exercising their rights under the CCPA.

#### **Verification:**

To protect your privacy, we will take reasonable steps to verify your identity before fulfilling requests made under the CCPA. This may involve asking for information that helps us confirm you are the individual about whom we have collected personal information or an authorized representative. Examples of verification steps may include providing the email address or phone number associated with your account, opening a link sent to the contact information provided, and following the instructions on the page you are directed to.



**Authorized Agent:**

Only you, or someone legally authorized to act on your behalf, can submit a verifiable consumer request concerning your personal information. To authorize an agent, please provide written authorization, signed by you and your designated agent, using the contact information found in the "Contact Us" section below, and request further instructions.

**9. Supplemental Notice For Nevada Residents**

If you are a resident of Nevada, you have the right to opt out of the sale of certain personal information to third parties who intend to license or sell that information. Please note that we do not currently sell your personal information as defined under Nevada Revised Statutes Chapter 603A. If you have any questions, please contact us using the information provided in the "Contact Us" section below.

**10. Children's information**

Our Services are not intended for children under the age of 16 (or the applicable age as required by local law), and we do not knowingly collect personal information from children.

If you are a parent or guardian and believe that your child has uploaded personal information to our site without your consent, please contact us using the details in the "Contact Us" section below. If we discover that a child has provided us with personal information in violation of applicable law, we will delete the information we have collected, unless we are legally required to retain it, and terminate the child's account, if applicable.

**11. Other Provisions****Third-Party Websites/Applications:**

Our Services may contain links to third-party websites or applications, and other websites or applications may reference or link to our Services. These third-party services are not under our control. We encourage users to review the privacy policies of each website or application they interact with. We do not endorse, screen, or approve, and are not responsible for, the privacy practices or content of such third-party websites or applications. Providing personal information to third-party websites or applications is done at your own risk.

**12. Contact Us**

If you have any questions regarding our privacy practices or this Privacy Notice, or if you wish to exercise any rights outlined in this Privacy Notice, please contact us at: