

## **Heart Partner™ Privacy Statement** <sup>[1]</sup>

**Effective 07/01/2016**

Thank you for your trust in Novartis Pharmaceuticals Corporation (“we,” “our,” or “us”). We are a U.S.-based affiliate of the Novartis global group, a world leader in healthcare. This Privacy Policy explains how the information that this mobile application (the “App”) collects may be used and disclosed.

### **What Information Does the App Collect?**

- **Information You Provide:** The App collects information that you voluntarily provide when you use the App, such as when you register for or use a program or service, participate in a survey, provide a testimonial, order a product, contact us, or participate in an interactive feature. The types of information that you provide are based on the specific function, program, or service and may include, for instance, your name, address, age, birth date, gender, e-mail, phone number, photo, social media account number, zip code, demographic information, and information about your health and/or medical conditions. You may submit some of this information by connecting another device to the App (e.g., a scale or activity tracker). If you submit personal information relating to other people to the App, you represent that you have the authority to do so and to permit use of the information in accordance with this Privacy Policy.
- **Information We Receive From Third Parties:** We may combine the information we collect from you with information that we receive about you from other sources, such as public databases, providers of demographic information, joint marketing partners, social media platforms, people with whom you are connected on social media platforms, and other third parties.
- **Information Automatically Collected From You:** When you download and use the App, we and our service providers may collect usage data, such as the date and time the App accesses our servers and what information and files have been downloaded to the app based on a unique identifier we have generated for you.
- **Precise Real-Time Location Information:** We may collect precise, real-time information about the location of your mobile device. We may use your device’s location to provide you with personalized location-based services and content, including marketing communications. You may be permitted to allow or deny the use of your device’s location by managing your location services preferences through your device settings.

### **How Is Your Information Used?**

The App uses your information to deliver the programs, services, products, or information you

request, as well as:

- to deliver push notifications to you;
- to deliver targeted ads and other marketing communications that may be of interest to you;
- to permit you to participate in polls, surveys, promotions, or other interactive features;
- to personalize your experience and better tailor content to you;
- to facilitate social sharing functionality; and
- to allow you to send messages to another person through the App or to permit the App to contact a person you designate, such as your caregiver(s).

We do not view or access the health and medical information you provide to the App, except that we may use it and any other information we collect as we believe to be necessary or appropriate: (a) to provide customer support that you request or otherwise respond to your inquiry; (b) to conduct audits; (c) under applicable law, including laws outside your country of residence; (d) to report possible adverse events to health authorities; (e) to comply with legal process; (f) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (g) to enforce our terms and conditions; (h) to protect our operations or those of any of our affiliates, including to prevent misuse of the App; (i) to protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or others; and (j) to allow us to pursue available remedies or limit the damages that we may sustain.

We may use your contact information to provide you with information about the App, our other products, programs, or services, your accounts, and notices.

We may use your information, other than your health and medical information, to help us, our subsidiaries, affiliates, and business partners perform data analysis, better understand our audiences, evaluate user interest in the App, improve the App, determine the effectiveness of our promotional campaigns, perform other market research activities and operating and expanding our business activities.

## **When and to Whom Is Your Information Disclosed?**

The information the App collects from and about you may be disclosed:

- to third parties that provide services to us, such as operating the App, fulfilling requests for information, answering calls, administering programs or projects, assisting in research and development, or delivering communications;
- to identify you to any person to whom you send messages through the App;
- to any person you direct the App to contact, such as your designated caregiver(s); and
- as directed by you, if you choose to connect the App to any product or service provided by a third party, such as a retailer's rewards program. If you direct the App to share personal information relating to another person with a third party, you represent that you have the authority to do so.

We may disclose the information the App collects:

- as required by law, such as to law enforcement, to health authorities to report possible adverse events, during government inspections or audits, as ordered or directed by

courts or other governmental agencies, or in order to comply with a subpoena or other legal process;

- when we believe in good faith that disclosure is necessary to protect legal rights or the security or integrity of the App; protect your safety or the safety of others; investigate fraud, a breach of contract, or a violation of law; or respond to a government request; and
- to third parties, advisors, and other entities to the extent reasonably necessary for development of or to proceed with the negotiation or completion of a corporate or commercial transaction, including a reorganization, merger, acquisition, joint venture, sale, or other disposition of all or a portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings).

We may use or disclose information that does not personally identify you for any purpose, except where we are required to do otherwise under applicable law.

## **Your Choices**

Where you have elected to participate in one of our programs or services or to receive marketing communications from us, we may offer you the ability to discontinue your participation or to opt out of receiving those communications in the communication itself, or you can visit <https://www.pharma.us.novartis.com/utills/contact/hcp/emailh> [2], write to us at Novartis Pharmaceuticals Corporation, 1 Health Plaza, East Hanover, New Jersey, 07936 attention Privacy Office, or call us at 1-888-669-6682.

We do not currently respond to web browser “do not track” signals or other mechanisms that provide a method to opt out of the collection of information across websites or other online services.

## **Information Security**

We use appropriate technical, administrative, and physical safeguards to protect the information collected through the App. Unfortunately, no organization can guarantee the absolute security of information, especially information transmitted over the Internet.

## **Children's Information**

We do not knowingly collect personal information online from a child under 13 without obtaining prior parental consent, other than to inform the child that we must have parental consent before collecting personal information.

## **Accessing and Updating Your Information**

We encourage you to update the personal information you provide to us, to help us continue to provide information that best meets your needs. You may be able to update this information through the App, or visit <https://www.pharma.us.novartis.com/utills/contact/hcp/emailh> [2], write to us at Novartis Pharmaceuticals Corporation, 1 Health Plaza, East Hanover, New Jersey, 07936 attention Privacy Office, or call us at 1-888-NOW-NOVA (1-888-669-6682). For your protection, we may only implement requests with respect to the personal information associated with the e-mail address that you provide in connection with your request, and we may need to verify your identity before implementing your request.

## Third-Party Services

The App may contain links to third-party services, or you may choose to connect the App to a third-party service. Such services are not under our control. We are not responsible for the collection and use of your information by such services, and we encourage you to review their privacy policies. In addition, we are not responsible for the information collection, use, disclosure, or security practices of other organizations, such as Facebook, Apple, Google, Microsoft, RIM, or any other app developer, app provider, social media platform provider, operating system provider, wireless service provider, or device manufacturer.

## Texas Residents

Pursuant to the Texas Health and Safety Code, Sec. 181.154, please be advised that if Novartis Pharmaceuticals receives any information that identifies you and relates to your past, present, or future physical or mental health, healthcare, or payment for your healthcare, such information may be subject to electronic disclosure by such means as file transfers or e-mail.

## Changes to This Privacy Statement

This Privacy Policy became effective on 07/01/2016. We may update it from time to time by linking to a new Privacy Policy within the App. You are advised to consult the App regularly for any changes, and your continued use of the App after such changes have been made constitutes your acceptance of those changes.

## How to Contact Us

If you have any questions, please visit <https://www.pharma.us.novartis.com/utills/contact/hcp/emailh> [2], write to us at Novartis Pharmaceuticals Corporation, 1 Health Plaza, East Hanover, New Jersey, 07936 attention Privacy Office, or call us at 1-888-NOW-NOVA (1-888-669-6682).

### Accordion Type:

Collapsible

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**Source URL:** <https://www.novartis.us/heart-partnertm-privacy-statement>

### Links

[1] <https://www.novartis.us/heart-partnertm-privacy-statement>

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