

## **Published January 1, 2021**

This policy describes the ways Kneed Media collects, stores, uses and protects your personal information. This Privacy Policy was accepted by you when you visited The Journal of Precision Medicine and/or The Precision Medicine Leaders' Summit website (the "Site. Kneed Media may amend this policy from time to time by posting a revised version on the Site, and without giving you notice, so please check this policy each time you visit the Site and note the date of publication.

### **Cookies & Log Files:**

Like most websites, this Site uses cookies and web log files to track site usage. A cookie is a tiny data file that resides on your computer and allows us to recognize you as a user when you return to the Site using the same computer and web browser. cookie and log file data is used to customize your experience on the Site. However, if your browser settings do not allow cookies, you will not be able to use our Site.

Due to Internet communications standards, when you visit our Site, we automatically receive the URL of the site from which you came and the site to which you are going when you leave. We also receive the Internet protocol (IP) address of your computer (or the proxy server you use to access the World Wide Web), your computer operating system and type of web browser you are using, as well as the name of your Internet service provider. This information is used to analyze overall trends to help us improve our Site and its operation. The link between your IP address and your personally identifiable information is never shared with third-parties without your permission or except in accordance with applicable law.

### **Information Use:**

Information that does not personally identify you as an individual is collected through data mining technology from the Site in order to create a semantic comparison for relevant content (such as, by way of example, patterns of Site usage) and is exclusively owned by Kneed Media. This information can be used by Kneed Media in such manner as Kneed Media, in its sole discretion, deems appropriate, including advertising targeted to generic users with profiles of similar content and/or similar patterns of Site usage.

**Kneed Media Communications:** Kneed Media will communicate with you through email and notices posted on the website. These include a series of welcome emails, event reminders, newsletters, sponsored emails and update emails which help inform users about various website features and releases.

### **Kneed Media E-Newsletters**

During registration for Kneed Media, the user goes through a step to Opt-In for Kneed Media E-Newsletters by clicking all the newsletter categories the user would like to receive. If the user wishes to no longer receive Kneed Media E-Newsletters that can do one of two things: 1) The user can simply click on the Unsubscribe link located at the bottom of the E-Newsletter. All Kneed Media E-Newsletter must always have the Unsubscribe link option at the bottom of the E-Newsletter. 2) The user can email Kneed Media at [drussell@jofpm.com](mailto:drussell@jofpm.com) and we will remove you immediately.

## **Emails from Knead Media Sponsors/Partners and Partners**

During registration for a Knead Media virtual event or webinar, the user is asked a question if they would like to receive emails from the Sponsors/Partners of that specific event/webinar. The answer does not default to Yes or No, the user has to choose to receive communication from the sponsor or not. If the user does choose yes or opt-in to receive email communication from the sponsor the user can always opt out or unsubscribe at any time. The user has two options to do so: 1) All sponsor-related emails provide an easy and free means by which the user can opt-out of future sponsor-related emails, and if the user opts out the user request is adhered to in all future email marketing. The user can simply click on the Unsubscribe link located at the bottom of the sponsor's email. 2) The user can email Knead Media at drussell@jofpm.com and we will contact the sponsor immediately.

## **Sponsors/Partners/Partners**

By agreeing to be contacted by our Sponsors/Partners you agree to be contacted by any of the Sponsors/Partners that work with Knead Media

## **Email Opt-In Laws and Legislation**

Knead Media adheres to the following legal requirements for sending out email marketing messages globally:

- 1) United States: "CAN-SPAM Act" The Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003. The CAN-SPAM Act covers commercial email messages with the primary purpose of advertisement or promotion of a commercial product or service. Don't use false or misleading header information. Don't use deceptive subject lines. Tell recipients where your location. Tell recipients how to opt out of emails. Honor opt-out requests promptly.
- 2) Europe: "Directive on privacy and electronic communications" Directive 2002/58/EC (specifies minimum legislation for member states). Directive 2003/58/EC (amending Council Directive 68/151/EEC). The Directive on privacy and electronic communications covers all direct email marketing messages, including charitable and political messages. Don't send direct marketing without permission. Don't conceal the sender's identity. Provide a valid address for the user to opt-out. Provide proof of sign up if asked.
- 3) Canada: "CASL - Canada's Anti-Spam Legislation." Only send to permission-based email addresses. Identify your name and business. Provide proof of sign up if asked.
- 4) Australia: "Spam Act 2003". Don't send unsolicited emails. You must have permission to send emails. Include functional unsubscribe options in all email communication. Don't use address-harvesting software in any capacity.
- 5) Similar laws exist in other countries. They all request you use an opt-in form, keep your list clean and avoid penalties. Emailing through an email service such as MailChimp, which will also keep your email in compliance with email laws around the world.

## **GDPR Regulations and Compliance**

The EU General Data Protection Regulation (GDPR) replaces the Data Protection Directive 95/46/EC and was designed to harmonize data privacy laws across Europe, to protect and empower all EU citizens data

privacy and to reshape the way organizations across the region approach data privacy. The key articles of the GDPR, as well as information on its business impact, can be found throughout this site:  
<https://www.eugdpr.org/>

### **(1) Information We Collect**

Site: We may collect personally identifiable information about you, such as your email address, full name, mailing address, phone number, phone number type, current job title, current institution, current institution type, spoken language, timezone, and areas of interest when you register for an account.

### **(2) How We Use Your Information**

We use the information that we collect to operate and maintain our Site, send you marketing communications, provide you with relevant content, respond to your questions and concerns.

### **(3) How We Share Your Information**

**(a) Personally Identifiable Information:** Kneed Media will not rent or sell your personally identifiable information to others without your express consent. We may store personal information in locations outside of the direct control of Kneed Media (for instance, on servers or databases co-located with hosting providers). Any personally identifiable information that you elect to make publicly available on our Site, such as posting comments on any of our pages, will be available to others. If you remove information that you have made public on Our Service, copies may remain viewable in cached and archived pages of our Site, or if other users have copied and saved that information.

**(b) Non-Personally Identifiable Information:** We may share non-personally identifiable information (such as anonymous usage data, referring/exit pages and URLs, platform types, number of clicks, etc.) with interested third parties to help them understand the usage patterns for certain Kneed Media Services.

**(c) We send your registration information to event organizers:** this includes the following account information: name, job title, company, degree, email address, mailing address, phone number, attendance status, registration date, opt-in question responses, and any other questions answered during event registration.

### **(4) Storage and Processing**

Your information collected through our Site may be stored and processed in the United States, Europe, or any other country in which Kneed Media or its affiliates or service providers maintain facilities.

### **(5) How We Protect Your Information**

Kneed Media is concerned with protecting your privacy and data, but we cannot ensure or warrant the security of any information you transmit to Kneed Media or guarantee that your information on our Site may not be accessed, disclosed, altered or destroyed by breach of any of our industry standard physical, technical, or managerial safeguards. When you enter sensitive information (such as login credentials) on our registration forms or within your profile, we encrypt that information using Transport Layer Security (TLS). No method of transmission over the Internet or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security. If you have any questions about the security on our Site, you can contact us at [drussell@jofpm.com](mailto:drussell@jofpm.com)

**Sharing Information With Third Parties:**

Kneed Media takes the privacy of our users very seriously. We will never sell, rent, or otherwise provide your personally identifiable information to any third parties for marketing purposes. We will only share your personally identifiable information with third parties to carry out your instructions and to provide specific services. For instance, we use a credit card processing company to bill users for purchases made on the Site. These third parties do not retain, share, or store any personally identifiable information except to provide these services and are bound by strict confidentiality agreements that limit their use of such information.

We may provide aggregated data about Site usage to third-parties for such purposes as we deem appropriate, in our sole discretion. We may segment our users by role (i.e., clinician, professor, research director), a field of science, geographic location, and company/university affiliation. If you would like to be excluded from the aggregated data we use to generate research or reports about our users' activities on the Site, please send a request to [drussell@jofpm.com](mailto:drussell@jofpm.com).

**Partnering with Other Companies to Offer Combined Services:**

Kneed Media may partner with other online services to offer you a variety of services. Whenever we offer such combined services, it will be your choice to make use of such services or not. In these cases, your personally identifiable information will only be passed from Kneed Media to the partner if you choose to use the combined service.

**Legal Disclaimer:**

It is possible that we may need to disclose personal information in accordance with applicable laws. We will disclose such information wherein we have a good-faith belief that it is necessary to comply with a court order, ongoing judicial proceeding, other legal process served on Kneed Media, or to exercise our legal rights or to defend against legal claims.

**Changes to this Privacy Policy:**

If we decide to change our Privacy Policy, we will post those changes to this Privacy Policy, the homepage and other places we deem appropriate so that you are aware of what information we collect, how we use it and under what circumstances, if any, we disclose it.

We reserve the right to modify this Privacy Policy at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email or by means of a notice on our homepage.

Questions or Comments: If you have questions or comments about this privacy policy, please email us at [drussell@jofpm.com](mailto:drussell@jofpm.com) or write to Kneed Media, LP., 13279 Susser Way, Fishers, IN 46037.