Scroll to the end of this agreement to accept and continue.

PRIVACY NOTICE

Last Updated: May 2018

Pfizer Inc. respects your privacy. This Privacy Notice describes our practices in connection with the information collected through AFib 2gether™ (the “App”). By using the App, you agree to the terms of this Privacy Notice.

INFORMATION YOU PROVIDE

The App collects the personal information you choose to provide and that you permit your health care provider to provide (“User Information”). User Information may include, for example:

- Name
- Age range
- Sex
- Answers you provide to questions regarding your health history, including questions regarding Afib, heart failure, high blood pressure, diabetes, strokes, cardiovascular diseases, bleeding, and other items
- Your health care provider’s confirmation of these answers
- Answers you provide to survey questions regarding your experience with the App

If you provide or permit us to collect any information relating to another person, you are telling us that you have the authority to do so and to permit us to use the information as described in this Privacy Notice.

HOW WE USE AND DISCLOSE THE INFORMATION YOU PROVIDE

User Information is collected by the App installed on this device. You may choose to share the User Information with your health care provider by showing the App to him/her. You may also send User Information to person(s) you designate (including yourself and your health care provider) using the email functionality on the device. If you send User Information to others, it will only be visible to the individuals that you choose. Your User Information will not be stored in the App, which will be wiped after you have finished using it. Certain of your User Information, however, may remain in the device’s native email functionality for a period of time if you send an email from the device.

In addition, the App will send your User Information, except for your name, to Pfizer. This information will be used by Pfizer as described in this Privacy Notice and in accordance with the Privacy Policy posted on the Pfizer website.

We may use the User Information:

- To provide the App’s functionality and related customer service to you and/or the owner of the device.
• To respond to inquiries and fulfill requests, such as to send notifications to you and/or the owner of the device.
• To send administrative information to you and/or the owner of the device, such as information regarding the App and changes to our terms.
• To allow you and/or the owner of the device to send messages to another person, such as a caregiver, provider, or friend.
• For our business purposes, such as data analysis; audits; fraud monitoring and prevention; developing new products; enhancing, improving or modifying our products and services; identifying usage trends; determining the effectiveness of our promotional campaigns; and operating and expanding our business activities.

We may disclose the User Information:

• To our affiliates for the purposes described in this Privacy Notice.
• To our third-party service providers, to provide services such as data analysis, information technology and related infrastructure provision, customer service, email delivery, auditing, and other services.
• To a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings).

We may also use and disclose the User Information as we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations, or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

We may aggregate the information that you and other App users provide. If we do, we may use and disclose such aggregated information for any purpose. Aggregated information does not personally identify you or any other user.

OTHER INFORMATION

We may use cookies and other technologies to recognize App users, including you, as you use or return to the App so that we can understand how the App is used and personalize and enhance the App user experience. These technologies collect certain information automatically, such as:

• **Information about the device**, such as its screen resolution, operating system, device manufacturer and model, language, and browser type. We use this information to ensure that the App functions properly.
• **Information about use of the App**, including content viewed, features used, and the dates and times of interactions with the App. We use and disclose this information to understand how users engage with the App and to customize and improve the App experience.
We may use third-party services, such as Google Analytics and Adobe analytics tools, in connection with the App. Such services may use cookies and/or similar technologies to collect and analyze information about App use and to report on activities and trends. Such services may also collect information regarding the use of other websites, apps and online services. For more information regarding Google Analytics, please go to www.google.com/policies/privacy/partners/. For more information regarding Adobe, please go to https://www.adobe.com/privacy.html.

We may use and disclose the information described in this section for any purpose, except where we are required to do otherwise under applicable law. If we combine the information described in this section with information that is deemed “personal information” under applicable law, we will treat the combined information as “information you provide,” as described above, for as long as it is combined.

DO NOT TRACK

Do Not Track (“DNT”) is a privacy preference that users can set in their web browsers. When a user turns on DNT, the browser sends a message to websites requesting that they not track the web activity of the user. At this time, Pfizer does not respond to these signals. For information about DNT, visit www.allaboutdnt.org.

THIRD-PARTY SERVICES

This Privacy Notice does not address, and we are not responsible for, the information collection, use, disclosure or security practices, or other practices, of any third party, including any third party operating a service to which the App links. The inclusion of a link within the App does not imply our endorsement of the linked service.

INFORMATION SECURITY

We seek to use reasonable organizational, technical, and administrative measures to protect the information you provide to us. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us.

YOUR PRIVACY CONTROLS

You may stop all collection of information by the App by uninstalling the App. If applicable, you may stop the receipt of push notifications through your device settings.

USE BY MINORS

The App is not directed to individuals under the age of thirteen (13), and we do not knowingly collect personal information from such individuals. If you are at least 13 years of age but less than 18 years of age, you will need your parent’s or legal guardian’s permission to use the App. Please consult with your parent or legal guardian before using the App.

CROSS-BORDER TRANSFER
The App is controlled and operated by us from the United States and is not intended to subject us to the laws or jurisdiction of any state, country, or territory other than that of the United States. The information we collect through the App may be stored and processed in any country where we have facilities or in which we engage service providers, and by using the App, you consent to the transfer of information to countries outside of your country of residence, including the United States, which may have different data protection rules than those of your country.

UPDATES

From time to time, we may update this Privacy Notice. Any changes will become effective when we post the revised Privacy Notice in the App. Your use of the App following these changes means that you accept the revised Privacy Notice. This Privacy Notice was last updated as of the “Last Updated” date shown above.

CONTACT US

Please contact us if you have any questions:

Pfizer Inc.
Privacy Officer
235 East 42nd Street
Mailstop 235/19/12
New York, NY 10017
Privacy.Officer@Pfizer.com
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INFORMATION YOU PROVIDE

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- Name
- Age range
- Sex
- Answers you provide to questions regarding your health history, including questions regarding Afib, heart failure, high blood pressure, diabetes, strokes, cardiovascular diseases, bleeding, and other items
- Your health care provider’s confirmation of these answers
- Answers you provide to survey questions regarding your experience with the App

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HOW WE USE AND DISCLOSE THE INFORMATION YOU PROVIDE

Generally, User Information is stored locally in the App on your device. You may choose to share the User Information with your health care provider and other individuals by showing the App to person(s) you designate or by sending User Information to person(s) you designate using the email functionality on your device. If you send User Information to others, it will only be visible to the individuals that you choose.

In addition, the App will send your User Information, except for your name, to Pfizer. This information will be used by Pfizer as described in this Privacy Notice and in accordance with the Privacy Policy posted on the Pfizer website.

We may use the User Information:

- To provide the App’s functionality and related customer service to you.
- To respond to your inquiries and fulfill your requests, such as to send you notifications.
• To send administrative information to you, such as information regarding the App and changes to our terms.
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• To our affiliates for the purposes described in this Privacy Notice.
• To our third-party service providers, to provide services such as data analysis, information technology and related infrastructure provision, customer service, email delivery, auditing, and other services.
• To a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings).

We may also use and disclose the User Information as we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations, or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

We may aggregate the information that you and other App users provide. If we do, we may use and disclose such aggregated information for any purpose. Aggregated information does not personally identify you or any other user.

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other websites, apps and online services. For more information regarding Google Analytics, please go to www.google.com/policies/privacy/partners/. For more information regarding Adobe, please go to https://www.adobe.com/privacy.html.

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collect through the App may be stored and processed in any country where we have facilities or in which we engage service providers, and by using the App, you consent to the transfer of information to countries outside of your country of residence, including the United States, which may have different data protection rules than those of your country.

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CONTACT US

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