

# Privacy Statement

Effective Date: 8 August, 2025

Downtime PACS ("DTP", "we", "our", or "us") respects your privacy and is committed to protecting your personal information. This Privacy Statement explains how we collect, use, share, and protect your personal information when you visit our website and use our services.

## Important Definitions

To help you understand your rights and our practices, here are key terms used in this Privacy Statement:

**Personal Information** means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you or your household.

**Consumer** means a natural person who is a resident of a state with applicable privacy laws, acting only in an individual or household context.

**Business Purpose** means use of personal information for our operational purposes, or other notified purposes that are reasonably necessary and proportionate to achieve operational purposes.

**Commercial Purpose** means to advance our commercial or economic interests, such as by inducing you to buy, rent, lease, join, subscribe to, provide, or exchange products, services, or information.

## 1. Information We Collect

Understanding what information we collect helps you make informed decisions about using our services. We organize the personal information we collect into specific categories to provide you with clear visibility into our data practices.

### Categories of Personal Information

**Identifiers:** We collect basic identifying information including your name, email address, phone number, IP address, and unique device identifiers. When you fill out contact forms or create accounts, you provide some of this information directly. Other identifiers, like your IP address, are collected automatically when you visit our website.

**Professional and Employment Information:** Given our focus on medical software, we may collect information about your job title, organization, professional credentials, healthcare specializations, and work-related contact information. This helps us provide relevant services and ensure our communications are appropriate for your professional role.

**Internet and Electronic Network Activity:** We automatically collect information about your browsing behavior on our website, including pages visited, time spent on different sections, search queries within our site, and interactions with our content. This also includes information about your browser type, operating system, and referring pages.

**Geolocation Data:** We collect general location information derived from your IP address to understand geographic usage patterns and ensure appropriate service delivery. We do not collect precise geolocation data without your explicit consent.

**Inferences:** We may create profiles reflecting your preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes based on the other categories of personal information we collect.

## How We Collect Information

We collect personal information through several methods. When you voluntarily provide information through contact forms, account registration, or email communications, you have direct control over what you share. We also collect information automatically through cookies, web beacons, and similar technologies when you visit our website. Additionally, we may receive information from third-party sources such as professional directories or business contact databases, always in compliance with applicable privacy laws.

## 2. How We Use Your Information

We use your personal information for specific business and commercial purposes, always with appropriate legal justification. Understanding these purposes helps you evaluate whether you're comfortable with our data practices.

### Business Purposes

**Service Delivery:** We use your information to provide, maintain, and improve our medical software services, respond to your inquiries and support requests, and deliver technical assistance. This processing is necessary to fulfill our contractual obligations to you.

**Communication:** We use your contact information to send important service updates, security notifications, and responses to your inquiries. These communications are

essential for maintaining effective business relationships and ensuring you receive critical information about our services.

**Security and Fraud Prevention:** We process your information to protect our systems and services from security threats, prevent fraudulent activities, and maintain the integrity of our platform. This includes monitoring for unusual access patterns and implementing appropriate security measures.

**Legal Compliance:** We use your information to comply with applicable laws, regulations, and legal processes, including responding to valid legal requests and maintaining required business records.

## Commercial Purposes

**Marketing Communications:** With your consent or where permitted by law, we may use your information to send promotional materials about new features, services, and industry insights that may interest you. You always have the right to opt out of these communications.

**Service Improvement:** We analyze usage patterns and user feedback to enhance our existing services and develop new features that better serve the medical software community.

**Business Operations:** We use aggregate and de-identified information to understand market trends, evaluate business performance, and make strategic decisions about our service offerings.

## 3. How We Share Your Information

Transparency about data sharing is essential for building trust. We do not sell your personal information to third parties for monetary consideration. However, we do share information with specific categories of partners and service providers under carefully controlled circumstances.

### Categories of Third Parties

**Technology Service Providers:** We share technical information with companies that help us operate our website and software systems, including web hosting providers, cloud computing services, and software development tools. These providers are contractually obligated to protect your information and use it only for specified purposes.

**Analytics and Performance Services:** We share usage information with analytics providers like Google Analytics to understand website performance and user behavior patterns. These services help us improve user experience and optimize our platform performance.

**Professional Service Providers:** We may share information with legal counsel, accountants, auditors, and other professional advisors who provide services to our business. These providers are bound by professional confidentiality obligations and data protection agreements.

**Business Partners:** When we collaborate with other healthcare technology companies or participate in industry events, we may share limited professional contact information with explicit consent or where permitted by law.

## Data Protection Measures

All third-party relationships are governed by comprehensive data processing agreements that specify permitted uses, security requirements, and data protection obligations. We conduct regular reviews of these relationships to ensure ongoing compliance with privacy requirements.

We do not share your personal information for cross-context behavioral advertising without providing you with an opportunity to opt out. If you prefer that we do not share your information for these purposes, you can exercise your opt-out rights as described in the "Your Privacy Rights" section below.

## 4. Cookies and Tracking Technologies

Our website uses various tracking technologies to enhance your experience and gather insights about usage patterns. Understanding these technologies helps you make informed decisions about your privacy preferences.

### Types of Tracking Technologies

**Essential Cookies:** These cookies are necessary for basic website functionality, including maintaining your session state, remembering your preferences, and ensuring security features work properly. These cookies cannot be disabled without affecting core website operations.

**Analytics Cookies:** We use analytics cookies to understand how visitors interact with our website, which pages are most popular, and how users navigate through our content. This

information helps us improve website design and user experience. These cookies collect aggregate information and do not identify individual users.

**Marketing Cookies:** With your consent, we may use marketing cookies to deliver personalized content and advertisements based on your interests and browsing behavior. These cookies also help us measure the effectiveness of our marketing campaigns.

**Third-Party Cookies:** Some cookies are placed by third-party services we use, such as Google Analytics or social media platforms. These cookies are governed by the respective third parties' privacy policies, and we provide links to these policies where applicable.

## Managing Your Cookie Preferences

You have several options for controlling cookies and tracking technologies. Most web browsers allow you to block or delete cookies through their settings menus. You can set your browser to notify you when cookies are being used or block all cookies entirely, though this may affect website functionality.

For analytics cookies specifically, you can opt out of Google Analytics tracking by installing the Google Analytics Opt-out Browser Add-on or by adjusting your preferences through our cookie consent management system when available.

Third-party opt-out tools are also available. The Digital Advertising Alliance provides consumer choice tools at [optout.aboutads.info](https://optout.aboutads.info), and the Network Advertising Initiative offers opt-out options at [optout.networkadvertising.org](https://optout.networkadvertising.org).

## 5. Data Security and Protection

Protecting your personal information is a fundamental responsibility that we take seriously. We implement multiple layers of security controls to safeguard your data against unauthorized access, disclosure, alteration, and destruction.

### Security Measures

**Technical Safeguards:** We use industry-standard encryption to protect data in transit and at rest, implement secure network architectures with appropriate access controls, and regularly update our systems to address security vulnerabilities. Our technical infrastructure is designed with security principles integrated throughout.

**Administrative Controls:** All employees with access to personal information receive regular privacy and security training, undergo background checks appropriate to their level

of data access, and are bound by confidentiality agreements. We maintain detailed access logs and conduct regular access reviews to ensure appropriate data handling.

**Physical Security:** Our data is stored in secure facilities with appropriate physical access controls, environmental protections, and monitoring systems. We work only with hosting providers and data centers that meet stringent security standards.

**Incident Response:** We maintain comprehensive incident response procedures to quickly identify, contain, and remediate any potential security breaches. Our response plans include prompt notification to affected individuals and relevant authorities as required by applicable laws.

## Data Breach Notification

In the event of a data breach that poses a risk to your rights and freedoms, we will notify you within 72 hours of discovering the breach, or as soon as reasonably possible thereafter. Our notification will include information about what happened, what information was involved, what we are doing to address the situation, and what steps you can take to protect yourself.

While we implement robust security measures, no system can guarantee absolute security. By using our website and services, you acknowledge that data transmission over the internet carries inherent risks, and you use our services at your own risk.

## 6. Data Retention

We retain your personal information only as long as necessary to fulfill the purposes for which it was collected, comply with legal obligations, resolve disputes, and enforce our agreements. Our retention practices are designed to balance operational needs with privacy principles of data minimization.

### Retention Periods

**Contact and Inquiry Information:** We retain information from contact forms and customer inquiries for three years after the inquiry is resolved. This allows us to provide consistent follow-up support and maintain service quality.

**Marketing Communications:** We maintain marketing communication preferences until you opt out, plus an additional twelve months to ensure we properly honor your preferences and avoid inadvertent re-enrollment.

**Technical and Analytics Data:** Website logs, analytics data, and technical performance information are typically retained for twelve months to support system optimization and security monitoring.

**Account Information:** For users with registered accounts, we retain account information for as long as the account remains active, plus a reasonable period thereafter to accommodate potential reactivation requests.

## Secure Deletion

When retention periods expire, we securely delete or anonymize personal information using industry-standard methods. This includes both automated deletion processes for routine data and manual review procedures for sensitive information. We maintain records of deletion activities to demonstrate compliance with our retention policies.

You may request earlier deletion of your personal information by exercising your privacy rights as described below, subject to legal and operational limitations.

## 7. Your Privacy Rights

Modern privacy laws provide you with significant rights regarding your personal information. We are committed to honoring these rights and making them easily exercisable.

### Right to Know

You have the right to request detailed information about our personal information practices, including what categories of personal information we collect about you, the sources of that information, the business or commercial purposes for collection, and the categories of third parties with whom we share your information.

You can also request access to the specific pieces of personal information we have collected about you. We will provide this information in a commonly used, machine-readable format when technically feasible.

### Right to Delete

You have the right to request deletion of your personal information, subject to certain exceptions. We may retain information that is necessary for legal compliance, fraud prevention, security purposes, or other specified reasons under applicable privacy laws.

When processing deletion requests, we will also direct any service providers or third parties to delete your information from their systems, unless retention is required or permitted by law.

## Right to Correct

If you believe that personal information we maintain about you is inaccurate, you have the right to request correction of that information. This is particularly important for professional information such as credentials, specializations, and contact details.

## Right to Data Portability

You have the right to request that we provide your personal information in a structured, commonly used, and machine-readable format that allows you to transmit the data to another service provider. This right supports your freedom to choose among service providers and avoid vendor lock-in.

## Right to Opt-Out

You have the right to opt out of the sale or sharing of your personal information for cross-context behavioral advertising. Even if we do not engage in traditional data sales, sharing information with advertising networks or analytics providers for behavioral advertising purposes may constitute "sharing" under applicable privacy laws.

You also have the right to opt out of marketing communications at any time using the unsubscribe mechanisms provided in our communications or by contacting us directly.

## Right to Non-Discrimination

We will not discriminate against you for exercising any of your privacy rights. This means we will not deny you services, charge different prices, provide different quality of service, or suggest that you might receive different treatment based on your privacy choices.

## Exercising Your Rights

To exercise any of these rights, you can contact us at [privacy@downtimepacs.com](mailto:privacy@downtimepacs.com) or use the contact information provided at the end of this Privacy Statement. We will respond to your request within 30 days, or sooner when possible.

To protect your privacy and security, we may need to verify your identity before processing rights requests. This verification process will be proportionate to the sensitivity of the information involved and the risk of unauthorized access.



If you are not satisfied with our response to your privacy rights request, you may have the right to appeal our decision or file a complaint with relevant regulatory authorities in your jurisdiction.

## 8. Children's Privacy

Protecting children's privacy is especially important to us. Our website and services are not intended for children under 13 years of age, and we do not knowingly collect personal information from children under 13.

If we become aware that we have collected personal information from a child under 13 without parental consent, we will take immediate steps to delete that information from our systems. If you believe we may have collected information from a child under 13, please contact us immediately at [privacy@downtimepacs.com](mailto:privacy@downtimepacs.com).

Parents and guardians have the right to review, delete, or refuse further collection of their child's personal information. We encourage parents to monitor their children's internet usage and to help enforce this Privacy Statement by instructing their children never to provide personal information through our website without permission.

## 9. Third-Party Links and Services

Our website may contain links to third-party websites, services, or applications that are not owned or controlled by Downtime PACS. We are not responsible for the privacy practices or content of these third-party services.

Before providing personal information to any third-party website or service, we encourage you to review their privacy policies and terms of service. Different organizations have different privacy practices, and we cannot control how they collect, use, or protect your information.

Some third-party services may be integrated into our website in ways that are not immediately obvious, such as embedded social media widgets or analytics tools. We strive to disclose these integrations, but we recommend reviewing the privacy policies of any third-party services you choose to interact with.

## 10. Updates to This Privacy Statement

We may update this Privacy Statement from time to time to reflect changes in our practices, legal requirements, or service offerings. The effective date at the top of this statement indicates when the current version was last revised.

We will provide prominent notice of material changes to this Privacy Statement, such as posting a notice on our website homepage or sending an email to registered users. For significant changes that materially affect your rights or our use of your personal information, we will provide at least 30 days' advance notice when possible.

We encourage you to review this Privacy Statement periodically to stay informed about our privacy practices. Your continued use of our website and services after changes become effective constitutes acceptance of the updated Privacy Statement.

Previous versions of this Privacy Statement are archived and available upon request for your reference.

## 11. Contact Information

We are committed to addressing your privacy questions and concerns promptly and thoroughly. If you have any questions about this Privacy Statement, want to exercise your privacy rights, or need to report a privacy concern, please contact us:

**Email:** [privacy@downtimepacs.com](mailto:privacy@downtimepacs.com)

**Response Time:** We will respond to privacy inquiries within 30 days, or sooner when possible.

When contacting us about privacy matters, please include sufficient detail about your inquiry or request to help us respond effectively. For rights requests, we may need to verify your identity to protect your personal information from unauthorized access.

If you are not satisfied with our response to your privacy inquiry, you may have additional rights under applicable privacy laws, including the right to file complaints with relevant regulatory authorities.