



Welcome to Elevation Health Consulting's Privacy Notice.

This Website (the "Site") is owned and operated by Elevation Health Consulting ("we," "us," or "our"). Elevation is a leading consultant for health tech leaders looking to gain a regulatory and reimbursement edge, and currently serves organizations which operate within the United States.

We respect your privacy and are committed to protecting your personal data. This privacy notice will inform you as to how we maintain any personal data obtained when you visit our website (regardless of where you visit it from). Further, this policy attempts to inform you of your privacy rights and other legal protections.

1. Purpose of this Privacy Notice

This privacy notice aims to give you information on how we collect and process your personal data through your use of this website, including any data you may provide through this website such as when you sign up to receive our newsletters, updates, marketing communications, or when you download whitepapers or take part in a survey or competition.

This website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

2. Information We Collect

In general, you can visit and browse most of the Site without revealing personally identifiable information about yourself, such as your name, postal address, telephone number, e-mail address or other information that can be used to identify you. However, when you communicate with us or visit certain more substantive areas of our Site, you may choose to disclose personally identifiable information about yourself, and we will collect personally identifiable information from you in those instances.

For example, if you request that our research be sent to you or otherwise communicate with us via the Site, we will collect the information in that communication, and such information (such as your e-mail address and name) may be personally identifiable. In addition, we may require you to provide personally identifiable information in order for you to participate in or utilize certain features of the Site, such as signing up to receive free email alerts about Elevation news, research reports, and educational products.



3. If you Fail to Provide Personal Data

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

4. Children Under Thirteen

This Site is not intended for use by children. We do not solicit or knowingly collect personally identifiable information from children under the age of 13. If you are under the age of 13, you must ask your parent or guardian for permission to use this website.

5. How We Collect Information

When you visit the Site, we will collect non-personally identifiable information about you. Non-personally identifiable information may include information regarding your Site browsing and use patterns, browser and computer specifications and variables (e.g., media access control (MAC) address, computer type (Windows or Macintosh), screen resolution, operating system version, Internet browser type and version) and/or IP address.

For example, our servers may maintain an activity log that tracks visitors to the Site, including data such as the visitor's IP address, registered domain or home server, time of access, date of access, page(s) visited, number of clicks, software crash reports, search terms, search results and referring websites' addresses. We and our service providers may collect such non-personally identifiable information from you by using "cookies," which are small text files that are stored on your computer and record your preferences, authentication information and other information when you visit certain pages, or other technologies. In addition, we may on occasion set a "session cookie" to help us administer the Site. A session cookie expires when you close your browser and does not retain any information about you after it expires.

In addition, we may use "pixel tags," "web beacons" and "clear GIFs" or similar means in connection with Site pages and HTML-formatted e-mail messages to track the actions of Site users and e-mail recipients and to compile aggregate statistics about Site usage. "Pixel tags," "web beacons" and "clear GIFs" are invisible graphics embedded in website pages and HTML-formatted e-mail messages that collect information about the activities of Site users and/or message recipients. Data we maintain is stored and processed in the United States.

Additionally, we may aggregate personally identifiable information so that the aggregated information does not personally identify you or any other user of the Site, such as by using personally identifiable information to calculate the percentage of our users who have a particular telephone area code. We consider aggregated information to be non-personally identifiable information.



Google Analytics

We may use a tool called “Google Analytics” to collect information about use of this Site. Google Analytics collects information such as how often users visit this Site, what pages they visit when they do so, and what other sites they used prior to coming to this Site. We use the information we get from Google Analytics only to improve this Site. Google Analytics collects only the IP address assigned to you on the date you visit this Site, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Although Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit this Site, the cookie cannot be used by anyone but Google. Google’s ability to use and share information collected by Google Analytics about your visits to this Site is restricted by the Google Analytics Terms of Use and the Google Privacy Policy. You can prevent Google Analytics from recognizing you on return visits to this Site by disabling cookies on your browser. Site users who do not want their data collected with Google Analytics can install the Google Analytics opt-out browser add-on.

6. How We Use and Disclose Information Collected on the Site

We will only use your personal data when the law allows us to.

We will primarily use your personally identifiable information for customer service, to customize your experience on the Site, to respond to your questions, inquiries, comments and instructions, to fulfill your requests, to provide services to you, to process transactions and to send related communications. We might also use your personally identifiable information for other internal business purposes, such as data analysis, audits, developing new products, enhancing the Site, improving our services, identifying usage trends, and determining the effectiveness of our promotional campaigns.

In addition, unless you tell us not to, we may use your personally identifiable information to contact you with information we think might interest you. Please see below for information about how you can opt out of receiving communications from us.

We do not disclose any personally identifiable information that we collect from the Site to third parties for their marketing purposes without your prior consent.

We may engage third party service providers to help us operate our business and/or the Site or administer activities on our behalf and may share your personally identifiable information with those companies for those limited purposes. We may also need to share your information with selected third parties (e.g., business partners, clients, suppliers and sub-contractors) for the performance of any contract we enter into with them or you.

We may also use and disclose personally identifiable information about you to third parties in connection with legal requirements (such as in response to a subpoena, governmental request or investigation or as otherwise required by law), to enforce our terms and conditions, to



investigate suspected fraud, intellectual property infringement or other activity that may be illegal or may expose us to legal liability, and to protect the interests and safety of Elevation or other visitors to the Site.

If Elevation or any of its assets are sold, or if it is merged with another company, or if it declares bankruptcy, some or all of the information collected from you (both personally identifiable information and non-personally identifiable information) may be transferred to a third party in connection with such event.

7. Opting Out of Receiving Communications

If you do not want to receive e-mail communications from us, you may indicate that by using the opt-out mechanism provided on the Site at the point where you give us your personally identifiable information. In addition, promotional e-mail messages will also contain a mechanism that can be used to opt-out of receiving future e-mail communications. You may also at any time submit a request not to receive future e-mail communications from us, by e-mail to info@elevatinhealthconsulting.com.

Please note that changes to your preferences may not be effective until 30 days after receipt.

If you opt out of receiving e-mail communications from us but later change your mind, e-mail us at info@elevationhealthconsulting.com or by postal mail to 2110 Priest Bridge Dr, Crofton, MD 21114.

8. Data Security

Protecting your personally identifiable information is important to us. We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instruction and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Unfortunately, no data transmission over the Internet or data storage system can be guaranteed to be 100% secure. As a result, while we are committed to protecting your personally identifiable information, we cannot ensure or warrant the security of any information you transmit to us through or in connection with the Site or that is stored by us. You acknowledge and agree that any information you transmit through the Site or upload for storage in connection with the Site is so transmitted or stored at your own risk.



9. Data Retention

We will only retain your personal data for as long as necessary to fulfil the purposes for which we collected it, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances we may anonymize your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

10. Links

The Site may contain links to other Web sites. We are not responsible for the information collection practices or the content of the Web sites to which we link. We encourage you to read the privacy statements provided of other websites you choose to access to understand how they collect, use and share your information before you provide personally identifiable information to them.

11. Changes to the Privacy Policy

We reserve the right to change the terms of this Privacy Policy at any time. Because any changes will be posted on this page, we encourage you to check this page regularly. You may determine when this Policy was last revised by referring to the "LAST UPDATED" legend at the bottom of this page. Your continued use of the Site following any changes to this Privacy Policy will constitute your acceptance of such changes.

Contact Us

Please contact us with any questions or comments regarding our Privacy Policy, by sending an e-mail to info@elevationhealthconsulting.com or by postal mail to 2110 Priest Bridge Dr, Crofton, MD 21114.

This privacy policy was last updated on January 21, 2021.