

Welcome to Asthma-Diary APP, Website and Asthmatech IvS

Asthmatech IvS, (“we”, “our”, “us”), operates the website located at the URL www.asthma-diary.com and any other of our websites (together with the App (as defined in our Terms of Service) the “Website”). Asthmatech respects your privacy rights and is committed to protecting the information we collect from you online.

Effective date: July 25, 2017

Scope of Policy

This Privacy Policy explains how we collect, use, disclose and manage your personal, company, financial and other information that you provide to us on the Website or otherwise, as well as how we care for your privacy and protect such information. This Privacy Policy applies, without limitation, to any individual or entity that (i) uses the Website, (ii) creates an Account (as defined in our Terms of Service), or (iii) otherwise provides any personal, company, financial or other information to us.

WHEN YOU ACCESS OR USE THE WEBSITE, OR OTHERWISE PROVIDE ANY INFORMATION TO US, YOU AGREE TO THIS PRIVACY POLICY, INCLUDING THE MANNER IN WHICH WE USE YOUR INFORMATION, WHETHER OR NOT YOU HAVE AN ACCOUNT WITH ASTHMATECH. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, OR TO ANY CHANGES WE MAY SUBSEQUENTLY MAKE TO THIS PRIVACY POLICY, YOU MUST IMMEDIATELY STOP USING THE WEBSITE OR OTHERWISE PROVIDING ANY INFORMATION TO US.

The Website may contain links to other websites. This Privacy Policy does not apply to information collected on or through any such third party websites. We are not responsible for the privacy practices of such third parties or the content of their websites. Such third parties may have their own privacy policies and you should review those privacy policies to determine their privacy practices.

Information Collected

We may collect the following information:

- Your name, addresses, telephone numbers, e-mail addresses, date of birth, username, password and other personally identifiable information;
- Certain financial or demographic profile information to be used in the aggregate, such as your age, gender, hobbies, interests, zip/postal code or country. Demographic information is not considered personal information unless it is linked to personal information about a specific user;
- Service provider name and the date, time and content of any messages sent from you to us;
- IP address and other technical information collected from the servers utilized by you or your vendors, such as information and data that is automatically collected upon visiting the Website (i.e., webpage http headers (home server domain names, internet protocol address, operating system type, browser type and language) and user-specific or aggregate information on what pages you access on the Website). Technical information is not considered personal information unless it is linked to personal information about a specific user;
- Credit/debit card and other billing information, including cardholder transaction data, card numbers, expiration dates, billing addresses and CVV codes;
- Information provided on any application (including the App) or authorization, such as your location, your handset type, your UDID (unique handset code) and any other information you or your mobile device provides to us;
- Information regarding uses of the services; and
- Other information provided to us in any way, shape or form.

How Information is Collected

We may collect information in one or more of the following ways:

- Through the completion of electronic forms found on the Website or on a third party-hosted website, whether via computer or mobile device;
- Through the completion of paper forms provided to us;
- Through our APP as defined in the Terms of Use;
- Through SMS (Short Message Service) messages sent via cell phone, or through e-mail and other communications;

- Through telephone calls made to us, or vice versa;
- Through surveys;
- Through referring websites or third parties, including social media sites such as Facebook, Twitter, Tumblr, Instagram, Pinterest, YouTube, Google+ and others;
- Through the maintenance and analysis of Website server logs; and
- Via “cookies” (small text files placed by us on your computer(s)), single pixel GIF image files (also called “Web beacons”), Website server log analysis and other similar technological means.

Certain portions of the Website may require that you register for an Account before being able to access them. On those portions of the Website that require registration, we may collect information to create your account, as well as to determine specific content, products and services that may be of particular interest to you. By collecting and maintaining accurate information, we learn more about your interests and needs and are better able to provide you with such content and with offers for such products and services.

Use of Information / Data Collected

We may use the information we collect to identify the parties with whom we are dealing and to provide customized information and offers of products and services. While we do not currently use third party services that display customized content and advertising provided by us, we may do so in the future. We may also use the information for statistical and/or marketing purposes, to improve our technologies, to provide information about our company and to deliver advertising and promotional information from our partners and third party vendors. We may track your use of the Website over time for the purpose of, among other things, enhancing your experience on the Website and providing marketing messages, promotions, offers of products and services and other content which we think may be of specific interest to you.

We reserve the right to share, rent, sell or otherwise disclose the information we collect from you to third parties. We may also share your information with certain third parties in other circumstances, including when complying with legal process, preventing fraud or imminent harm and/or ensuring the security of our network and services. We may also use the information you provide to market products and services to you. We may obtain your information through third parties by virtue of advertisements placed by us on websites maintained by those third parties. We will collect and/or share certain of your information with third parties for the purposes of fulfilling orders for products or services placed by you and for providing you with newsletters or other communications. We may also use information provided by you to manage your Account.

We may store or transfer your credit/debit card data in order to more easily provide services to you. If such credit/debit card and other billing information is collected and/or stored, such credit/debit card and other billing information will be collected and transferred over a secure connection in accordance with applicable regulatory requirements, and is used only for processing underlying transactions. We will share this information only with those directly involved in the processing of the underlying transaction, and who maintain appropriate security measures designed to safeguard such information.

When we use third parties to assist us in collecting and/or processing your personal information, we typically request that they comply with this Privacy Policy and any other appropriate confidentiality and security measures. However, we make no representation or warranty that such third parties will comply with any such request.

We may provide you with direct access to functionality from other third parties, including Facebook, Twitter, Instagram, YouTube, Pinterest, Spotify, advertising networks and others. The placement of social media widgets, or advertising units on the Website may permit these third parties to see information about you and your activities via cookies, web beacons and other technologies they place and/or access on your browser or device, even if you do not interact with them.

We may add your information to our databases to contact you through future e-mails, postal mailings and SMS text-messaging regarding site updates, upcoming events, new products and services and/or the status of orders placed online. We do not currently use geolocation for purposes of tracking your location when you use the Website, but we reserve the right to do so in the future in order to better target product and service offerings and other information to you.

We reserve the right to release information to law enforcement or other governmental officials as we, in our sole discretion, deem necessary to comply with applicable law.

Use of Web Technologies

Cookies

A cookie is a small text file that is stored on a user's computer for record keeping purposes. We use cookies on the Website. We may link the information we store in cookies to personally identifiable information that you submit while on the Website. We use both session ID cookies and persistent cookies. A session ID cookie expires when a browser is closed. A persistent cookie remains on your hard drive for an extended period of time. Persistent cookies

also enable us to track and target the interests of our users to enhance the experience on the Website. You can remove the persistent cookies by following the directions provided in your internet browser's "help" file. If you reject cookies, you may still use the Website but your ability to use some areas of the Website may be limited.

Tracking Pixels

We employ a software technology called tracking pixels (a/k/a web beacons/web bugs/clear gifs) that enables us to better manage the content on the Website by informing us what content is effective. Tracking pixels are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of visitors to a website. In contrast to cookies, which are stored on a user's computer hard drive, tracking pixels are embedded invisibly on website pages and are about the size of the period at the end of a sentence. We do not tie the information gathered by tracking pixels to your personally identifiable information.

We use tracking pixels in our HTML-based e-mails to let us know which e-mails have been opened by recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns. If you would like to opt-out of these e-mails, please see the "Opting Out" section of this Privacy Policy below.

Log Files

As is true of most websites, we gather information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp and clickstream data. We use this information, which does not identify individual users, to analyze trends, to administer the Website, to track the movements of users around the Website and to gather demographic information about our user base as a whole.

Do Not Track

When you use the Website, we may receive "do not track" requests from you, whether via signals from web browsers or other mechanisms. At this time, we do not respond to such "do not track" requests, although we may choose to do so in the future.

Security

We take reasonable precautions to protect the confidentiality and security of your personally identifiable information by using industry recognized security safeguards such as site monitoring, secured networks and servers, firewalls and encryption. When we ask for sensitive information, we protect it through the use of encryption during transmission, such as SSL (Secure Socket Layer). Unfortunately, no method of transmission over the Internet is completely secure. Therefore, while we strive to protect your personally identifiable information within industry standards, we cannot guarantee its absolute security.

We maintain physical, electronic and procedural safeguards in connection with the collection, storage and disclosure of your personally identifiable information. Our security procedures mean that we may occasionally request proof of identity before we disclose personal information to you. You are responsible for protecting against unauthorized access to your password and to your computer/mobile device. We ask you not to share your password with anyone.

Our employees are trained and required to safeguard your information. Our internal controls limit access to personally identifiable information based on job functionality.

No Information Collected from Children

The content and services provided by us or our affiliates, sponsors and advertisers are not intended for children under the age of 13. If you are under the age of 18 or otherwise not of legal age to form a binding contract in your place of residence, you must have your parent or legal guardian's permission to use the Website or the Asthma-Diary APP. No information is knowingly collected or retained from children under the age of 13, nor is any such information knowingly used for any marketing or promotional purposes whatsoever, either inside or outside the Website. No part of the Website is designed to attract anyone under the age of 13. Children are not eligible to use any services provided by us and we ask that children under the age of 13 not submit any personal information to us or visit the Website.

Communications

Based upon the personally identifiable information that you provide to us, we may send you a welcome e-mail. We will also communicate with you in response to your inquiries, to provide any services you request, to provide newsletters or other updates that you request and to manage your Account. In addition, when you register an Account with us, you may choose to consent to our contacting you by e-mail and to receiving our e-mail subscriptions, editorial e-mails and advertorial e-mails (see below) from us. If, at any time, you no longer want us to contact you by

e-mail and/or receive our e-mail subscriptions, editorial e-mails and advertorial e-mails, you may opt out of these functions by changing the preferences in your Account. You can contact customer service by e-mail, telephone or postal mail at the contact information listed below to assist you with any such changes to your Account.

If you have an Account with us, then from time to time, and in addition to e-mails or e-mail subscriptions sent by us, we may send you e-mails that contain advertising or other content sponsored by third party retailers or businesses (“*advertorial e-mails*”). These advertorial e-mails are clearly marked as such in the subject line and a note at the top of the article itself. The content is paid for by our sponsors and does not reflect the opinions of our editorial staff. If you prefer not to receive these e-mails, you may deactivate your Account or otherwise opt-out as provided in the “Opting Out” section of this Privacy Policy below. We send advertorial e-mails on behalf of the third party sponsors. We do not share your personally identifiable information with such sponsors, except as otherwise provided in this Privacy Policy, but we may sell or share aggregate, non-personal information with such sponsors for any legally permissible purpose.

Third Party Ad Server Networks

Our Website may use third parties such as network advertisers to serve advertisements on our Website and may use traffic measurement services to analyze traffic on our Website. Network advertisers are third parties that display advertisements based on your visits to our Website and other websites you have visited. Third party ad serving enables us to target advertisements to you for products and services in which you might be interested. Our Website’s third party ad network providers, the advertisers, the sponsors and/or traffic measurement services may themselves set and access their own cookies and other technologies on your computer and track certain behavioral information regarding users of your computer via an IP address or other device identifier. These third party cookies and other technologies are set to, among other things: (a) help deliver advertisements to you that you might be interested in; (b) prevent you from seeing the same advertisements too many times; and (c) understand the usefulness to you of the advertisements that have been delivered to you. Note that any images (or any other parts of a web page) served by third parties in association with third party cookies may serve as web beacons, which enable third parties to carry out the previously described activities. Third party cookies, web beacons and other third party technologies are governed by each third party’s specific privacy policy, not this one.

To opt out of third-party tracking on our Website use the following tools

You may opt out of the Ad Tech Network by clicking <http://www.youronlinechoices.com/opt-out-interface>.

If you would like to opt out of having interest-based information collected during your visits to our Website or other sites, both the National Advertising Initiative (the “NAI”) and the Digital Advertising Alliance (the “DAA”) offer opt out tools to assist you in managing your choices. Click <http://www.networkadvertising.org/choices/> to visit the NAI opt out page and click <http://www.aboutads.info/choices/> for the DAA opt out page.

You may wish to visit <http://www.networkadvertising.org/understanding-online-advertising/> to learn more about interest-based advertising and your choices regarding having this information used by third parties and your “opt out” choices. Opting out through the DAA or the NAI only means that those DAA or NAI members will no longer be able to deliver targeted content and/or ads to you, which will affect our Website as well as other unaffiliated websites, but does not mean you will no longer receive any targeted content and/or ads. Also, if your browsers are configured to reject cookies when you visit these opt out pages, or you subsequently erase your cookies, use a different computer or change web browsers, your opt out choices may not, or may no longer, be effective.

Opting Out

If you want to be removed from our marketing list and do not want us to send you e-mail, postal mail or other messages about our products and services, you can opt out. To do so, please send an e-mail to unsubscribe@Asthma-Diary.com, with the word “REMOVE” in the subject line, or unsubscribe by clicking [here](#).

Privacy Policy Updates

We reserve the right to change this Privacy Policy at any time, so please review it on a regular basis. Any changes made to this Privacy Policy will be posted here. The date stamp at the top of the page represents the last day this Privacy Policy was updated. If you have questions about this Privacy Policy, you can contact us at info@Asthma-Diary.com. By maintaining an Account with us, or by using or accessing any services provided by us or the Website, you will be deemed to have agreed to and accepted this Privacy Policy.

Manage Accurate Information

If your personally identifiable information changes, or if you no longer choose to use our services or the Website, you can contact customer service by e-mail, telephone or postal mail at the contact information listed below to assist you with changes to your Account. To the extent your Account closes or becomes inactive, we will continue to protect your information as described in this Privacy Policy.

International Users

Asthmatech is based in Denmark, with our servers and offices headquartered in Europe and Denmark, respectively. Please be aware that information you provide to us or that we obtain as a result of your use of the Website, an Account, or any services provided by us may be processed and transferred to, and be subject to the laws of Denmark. The privacy and data protection laws in Denmark may not be equivalent to similar laws in your country of residence. By using the Website or an Account, or by providing us with your information, you consent to the collection, transfer, storage and processing of information to and within Denmark. If our cookies or other software detects IP addresses located in a country outside Denmark, we reserve the right to deny access to any and all of our services.

Business Transitions

In the event that we go through a business transition, such as a merger, acquisition or sale of our assets, your personal information will likely be among the assets transferred. You will be notified of any such change in ownership or control of your personal information. We may transfer your information as an asset in connection with a proposed or actual merger or sale (including any transfers made as part of an insolvency or bankruptcy proceeding) involving all or part of our business or as part of a corporate reorganization, stock sale or other change in control.

We may also use and disclose your information to parties connected with the contemplated or actual financing, insuring, sale, assignment or other disposal of all or part of our business or assets, including for the purposes of determining whether to proceed or continue with such transaction or business relationship or fulfilling any records or other reporting requirements to such parties. Other than to the extent use and disclosure is pursuant to a court order, we will require such parties and successors in interest to treat your information in accordance with this Privacy Policy and to use and disclose it only for the purposes for which it was collected.

Contact Us

If you have any questions or suggestions regarding this Privacy Policy, please contact us as follows:

By mail:

Asthmatech IvS

Mjølnersvej 14

DK – 9990 Skagen

Att: Management

By e-mail:

info@Asthma-Diary.com