

# Privacy Policy

## EFFECTIVE DATE: November 1, 2022

This Web site <https://alphadentalplan.com> is owned and operated by Beta Health Association, Inc. (“BETA,” “we,” “our,” and “us”). This Privacy Policy applies to:

all aspects of our prescription discount program (the AlphaRx Program”) including;

any physical card relating to the AlphaRx Program, including any physical manifestation of our digital card (the “AlphaRx Card”);

our Web site; and

any physical card or software application (whether internet-based, mobile application, or the like) that posts a link to this Privacy Policy, as well as any features, widgets, plug-ins, content, downloads or other services that are offered or such other BETA online service or application (collectively, the “Services”).

This Privacy Policy will apply regardless of how you access or use the Services, whether it be via physical card, computer, tablet, mobile device, smart watch, console, or otherwise. By using the Services, including without limitation, accessing or using our Site, AlphaRx Program, or the AlphaRx Card, you consent to this Privacy Policy and our [Terms and Conditions](#), including our collection, use, and sharing of your information, as described below. If you do not agree to these Terms and Conditions or our Privacy Policy, please exit our Services and do not use the AlphaRx Program. If you have any questions regarding our policies or your use of the Services or any aspect thereof, please contact us at [support@betadental.com](mailto:support@betadental.com).

## Information We Collect

We collect information from you in several ways, including when you choose to share information with us by entering it through our Services, through the postings that you may make, through healthcare providers, through our marketing and data partners, through your pharmaceutical purchases when using the Services, through pharmacy benefit managers, and by using automated processes. This information includes information about the drugs purchased, such as pricing, the prescribing physician, the location of the pharmacy at which the drugs are purchased, and your birthdate among other things.

### Information You Provide to Us

We may ask you and you may choose to provide certain personal information to us, such as your first and last name and e-mail address. We may collect this information in various places, including through our register and login pages, “Contact Us” page, or in other parts of our Services.

### Automated Information Collection

We may automatically collect certain information when you use our Services. This information may include your IP address (or other unique device identifier, including one that we may assign); certain details about your browser, operating system, and hardware; your location, if available; the URL that referred you to our Services; your activities on our Services, including your preferences; and other logging information, such as the date and time of your use. We collect information about the prescriptions purchased using our Services and about the pharmacy through which they were purchased. We also collect the birthdate of individuals who purchase prescriptions through our

Services. We may use a variety of tracking technologies to automatically collect information, such as cookies, web beacons, embedded scripts, browser fingerprinting, GPS, iBeacons, and ETags (or “entity tags”). A cookie (or “locally shared object”) is a data file placed on your device when you visit our Web site. Your browser, or other software (including Adobe Flash), may allow you to reject or remove cookies, but if you do so, some features of our Web site may not work properly, and we may not be able to remember your preferences the next time that you visit. We may also use web server logs to collect and store information about usage of our Services. When you use our Services through a mobile device, like a smartphone, we may also collect additional information from your device, including your location, device identifier, and information about your mobile network.

### User Accounts

To use certain features of our Services you may need to create a personal username and password. You are responsible for any interaction with our Services that takes place through your personal account, regardless of whether such use is unauthorized or by a third party. Please keep your username and password secure and do not let anyone else use your account information to access our Services.

### Analytics Services and Targeted Ads

Our Services use third-party analytics services, including, but not necessarily limited to, Google Analytics. These services may track details about your online activities over time and across different sites. These services help us to improve our Services. You can learn more about Google Analytics and your choices below. While we do not serve you targeted advertisements, if you would like to learn more about targeted ads that may be based on your online activities (and the choices that you may exercise for certain sites and advertisers) you may wish to visit the Network Advertising Initiative or the Digital Advertising Alliance Web sites. To opt out of being tracked by Google Analytics across all Web sites, visit: <https://tools.google.com/dlpage/gaoptout>.

## How We Use the Information That We Collect

We use the information that we collect from you and others to provide you with the services requested, to facilitate your obtaining discount pricing on prescriptions, and to provide you information that may be of interest to you, such as services information, newsletters, and special offers. We may also use the information that we collect to customize your experience on our Services, to provide customer support, and to enforce our Terms and Conditions.

## How and When We Share Information with Third Parties

We may share the information that we collect with third parties for a variety of purposes. These third parties include marketing and data partners, pharmacy benefit managers, and service providers that provide the underlying architecture for the [Private Label] Program and/or otherwise help support our business. For example, we may share information with pharmacy benefit managers and healthcare providers in order to advise you of and facilitate your obtaining discount pricing on prescriptions, with our marketing and data partners to tailor our services to your preferences and to share relevant information with you, and with service providers to support our web platforms, mailing services and other business operations. We may also share information where required by law or to satisfy any applicable law, regulation, subpoena, government request, or other legal process. We may also share information with third parties, including law enforcement, to protect the [Private Label] Program, and any of our Services, and to enforce our Terms and Conditions. We also reserve the right to share the information that we collect with our subsidiaries and affiliates and with any subsequent owner in the event of a merger, consolidation, sale of our assets, or other change in our business.

### Co-Branded Areas

We may provide certain Services in association with third parties, such as promotional partners. These “co-branded areas” will identify the third party. If you choose to use these co-branded areas, we may share your information with the identified third party, and that third party may also collect information from you, in addition to the information that we collect, as described above. You should review the privacy policies of those identified third parties to understand how they collect and use information.

## Third-Party Sites & Services

### Links to Third-Party Sites

Our Services may include links to third-party Web sites or other online services. We are not responsible for these other Web sites and services, and they may collect and use information about you. You should review the privacy policies for such third parties before using their Web sites or services to understand how they collect and use information.

### Third-Party Tracking and Do Not Track

Third parties may use tracking technologies in connection with our Services, which may include the collection of information about your online activities over time and across third-party websites. This Privacy Policy does not apply to these third-party technologies because we may not control them and we are not responsible for them. Do Not Track is a technology that enables users to opt out of tracking by Web sites they do not visit. Currently, we do not monitor or take any action with respect to Do Not Track technology.

## Updating Your Information

Our Services may allow you to update the information that we collect from you, such as the contact information. You may also request that we update your information by sending an e-mail to us at [support@betadental.com](mailto:support@betadental.com). Our Services may also allow you to update your e-mail preferences.

## How We Protect Your Information

We use commercially reasonable and industry standard security technologies and safeguards to protect the information that we collect and use. We also expect our service providers to protect information in the same manner. No data transmission over the Internet, mobile networks, wireless transmission or electronic storage of information can, however, be guaranteed 100% secure. Please note that we cannot guarantee the security of any information you transmit to us.

## Transfer of Information to the United States

If you are from a non-U.S. country, please be aware that the personal information you submit, including information provided through our Services, is being sent to a location in the United States. The data protection laws in the United States may differ from those of the country in which you are located, and your personal information may be subject to access requests from governments, courts, or law enforcement in the United States according to laws of the United States. By providing such personal information, you are consenting to (and represent that you have authority to consent to), the transfer of such information to the United States for the uses and purposes described in this Privacy Policy.

## Children’s Privacy

Our Services are intended for general audiences, and we do not knowingly seek or collect personal information from children under the age of 18. In accordance with the Child Online Privacy Protection Act, in the event that we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information as quickly as

possible. If you believe that we might have any personal information from or about a child, please contact us at [support@betadental.com](mailto:support@betadental.com).

## California Privacy Rights

If you are a resident of California you have additional rights under California law. Please review our California Consumer Privacy Act Privacy Policy [here](#) for more information about additional rights under California law.

Residents of California may also, under §1798.83, known as the “Shine The Light” law, request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request clearly in writing to us using the contact information provided below.

## Privacy Policy Changes

We reserve the right to change this Privacy Policy at any time and we will post notice of any such changes on our Web site. Your use of Services after the effective date constitutes your acceptance of the amended terms and conditions. We reserve the right to apply the amended terms to the information that we have already collected, subject to any legal constraints.

## Contact Us

If you have any questions regarding our Privacy Policy, practices, or your use of our Services, please contact us at [support@betadental.com](mailto:support@betadental.com) or using the information below:

Beta Health Association, Inc.

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