



## CCPA Privacy Policy for California Residents

**Last Updated:** February 12, 2021

This **Privacy Policy for California Residents** supplements the information contained in Landmark Health, LLC's [Website Privacy Policy](#) and applies solely to all visitors, users, and others who reside in the State of California ("consumers" or "you"). This notice is intended to include information collected, used, and shared by Landmark Health, LLC and its for-profit members, subsidiaries, and affiliates, including Landmark medical professional entities (collectively referred to herein as "Landmark Health", "we", "our" or "us") regarding consumers. We adopt this notice to comply with the California Consumer Privacy Act of 2018 (CCPA) and any terms defined in the CCPA have the same meaning when used in this notice.

### **I. Information We Collect**

Landmark Health collects information, online and offline, that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household ("**personal information**"). In particular, Landmark Health has collected the following categories of personal information from its consumers within the last twelve (12) months:

<b>Category</b>	<b>Examples</b>	<b>Collected</b>
A. Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.	YES
B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information.  Some personal information included in this category may overlap with other categories.	YES
C. Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions),	YES

	sexual orientation, veteran or military status, genetic information (including familial genetic information).	
D. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES
E. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	NO
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	YES
G. Geolocation data.	Physical location or movements.	YES
H. Sensory data.	Audio (e.g., call recordings and call transcriptions), electronic, visual, thermal, olfactory, or similar information.	YES
I. Professional or employment-related information.	Current or past job history or performance evaluations.	YES
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	YES
K. Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	YES

Note that personal information does not include:

- Publicly available information.
- Deidentified or aggregated consumer information.
- Information excluded from the CCPA's scope, like:

- health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA), patient information maintained by a healthcare provider or covered entity in the same manner as medical information or protected health information covered by HIPAA or CMIA, or clinical trial data;
- personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FRCA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA), and the Driver's Privacy Protection Act of 1994.

Landmark Health obtains the categories of personal information listed above from the following categories of sources:

- Directly from you. For example, from forms you complete or products and services you purchase.
- Indirectly from you. For example, from observing your actions on our Website.
- Third parties. For example, from individuals who may refer you to us or service providers that collect or provide information about you to us as part of the services they provide to us in connection with our business operations.

## **II. Use of Personal Information**

We may use or disclose the personal information we collect for one or more of the following business purposes:

- To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to ask a question about our services or to subscribe to receive our emails, we will use that personal information to respond to your inquiry.
- To provide, support, and develop our Website and to deliver content and service offerings relevant to you.
- To analyze Website user behavior and traffic, and to perform other related analytics.
- To provide you with services, support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- To maintain records and comply with applicable record-keeping policies, laws, rules, and regulations.
- To help maintain the safety, security, and integrity of our Website, databases and other technology assets, and business.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- To investigate and defend ourselves against any claims or allegations.
- To protect the personal safety of users of this Website or the public.
- To defend or protect our rights, property, employees, customers, or patients.

- To implement, monitor, and manage electronic security measures on devices that are used to access networks and systems.
- To grant and monitor access to secure Landmark Health facilities.
- To create identification badges or tags.
- To perform auditing activities.
- To communicate with you, and/or to contact you about opportunities or services that may be of interest to you.
- To pursue business development opportunities.
- For recruitment activities.
- To administer equity grants and investment purchases for eligible individuals and related activities.
- For outreach and engagement activities.
- For marketing, advertising, and other promotional activities.
- For training and customer service improvement activities.
- To perform call monitoring and surveillance activities.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of Landmark Health's assets, whether as a going concern or as a part of bankruptcy, liquidation, or similar proceedings, in which personal information held by Landmark Health about consumers is among the assets transferred.
- As described to you when collecting your personal information or as otherwise set forth in the CCPA.

Landmark Health will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

### **III. Sharing Personal Information**

Landmark Health may disclose your personal information for a business purpose. When we disclose personal information for a business purpose, we enter into a contract that describes the purpose and requires the recipient to both keep that personal information confidential and not use it for any purpose except performing the contract.

#### ***Disclosures of Personal Information for a Business Purpose***

In the preceding twelve (12) months, Landmark Health has disclosed the following categories of personal information for a business purpose to service providers (including, for example, marketing support vendors; customer relations support vendors; talent acquisition support vendors; and data processors):

Category A: Identifiers

Category B. Personal information categories listed in the California Customer Records statute

Category C: Protected classification characteristics

Category D: Commercial information

Category F: Internet or other similar network activity

Category G: Geolocation data

Category H: Sensory data

Category I: Professional/employment-related information

Category K: Inferences drawn from other personal information

### ***Sales of Personal Information***

In the preceding twelve (12) months, Company has not sold personal information.

## **IV. Your Rights and Choices**

The CCPA provides consumers (California residents) with specific rights regarding their personal information. This section describes your CCPA rights and explains how to exercise those rights.

### ***Access to Specific Information and Data Portability Rights***

You have the right to request that Landmark Health disclose certain information to you about our collection and use of your personal information in the past 12 months. Once we receive and confirm your verifiable consumer request (see *Exercising Access, Data Portability, and Deletion Rights*), we will disclose to you:

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting or selling that personal information.
- The categories of third parties with whom we share that personal information.
- The specific pieces of personal information we collected about you (also called a data portability request).
- If we sold or disclosed your personal information for a business purpose, two separate lists disclosing:
  - sales, identifying the personal information categories that each category of recipient purchased; and
  - disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.

### ***Deletion Request Rights***

You have the right to request that Landmark Health delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request (see *Exercising Access, Data Portability, and Deletion Rights*),

we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

1. Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
2. Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
3. Debug products to identify and repair errors that impair existing intended functionality.
4. Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
5. Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 *et. seq.*).
6. Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
7. Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
8. Comply with a legal obligation.
9. Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

### ***Exercising Access, Data Portability, and Deletion Rights***

To exercise the access, data portability, and deletion rights described above, please submit a verifiable consumer request to us by either:

- Calling us at 1-833-365-8324
- Visiting [www.landmarkhealth.org/contact-us](http://www.landmarkhealth.org/contact-us)
- Emailing us at [compliance@landmarkhealth.org](mailto:compliance@landmarkhealth.org)

Please provide your first and last name, details of request, along with your preferred method of contact so that we can respond to your request. We may request further information to verify your request. Only you, or a person registered with the California Secretary of State that you authorize to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child.

You may only make a verifiable consumer request for access or data portability twice within a 12-month period. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.

- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you.

Making a verifiable consumer request does not require you to create an account with us. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

### ***Response Timing and Format***

We endeavor to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to 45 days), we will inform you of the reason and extension period in writing. We will deliver our written response by mail or electronically, at your option.

Any disclosures we provide will only cover the 12-month period preceding Landmark Health's receipt of the verifiable consumer request. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

### ***Personal Information Sales***

The CCPA provides consumers with a right to opt-out of the sale of their personal information if a business sells such information. However, we do not and will not sell your personal information to third parties.

## **V. Non-Discrimination**

We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

## **VI. Changes to Privacy Policy or Privacy Notices**

Landmark Health reserves the right to amend this privacy policy at our discretion and at any time. When we make changes to this privacy policy or applicable privacy notices, we will post the updated policy and/or notice on the Website and update the effective date. **Your continued**

**use of our Website following the posting of changes constitutes your acceptance of such changes.**

## **VII. Contact Information**

If you have any questions or comments about this policy, the ways in which Landmark Health collects and uses your information described above and in the **Website Privacy Policy**, your choices and rights regarding such use, or wish to exercise your rights under California law, please do not hesitate to contact us at:

**Phone:** 1-833-365-8324

**Website:** [www.landmarkhealth.org/contact-us](http://www.landmarkhealth.org/contact-us)

**Email:** [compliance@landmarkhealth.org](mailto:compliance@landmarkhealth.org)

**Postal Address:**

Landmark Health, LLC  
Attn: Chief Compliance Officer  
7755 Center Ave., Suite 630  
Huntington Beach, California 92647