

# Bluenote AI Privacy Policy

Last Revised: May 30, 2024

Bluenote AI (“**Bluenote AI**”, “**we**”, “**us**”, “**our**”) offers a generative artificial intelligence platform that enables customers to create documents for use in the life sciences industry.

This Privacy Policy describes how Bluenote AI collects, uses and discloses information about individuals when they use our website (<https://www.bluenotehealth.com/>) (the “**Site**”). It also describes our collection of certain information about representatives of our business customers when they express interest in, subscribe or obtain support for our generative AI platform (our AI platform collectively with the Site, the “**Services**”), access our generative AI platform, or otherwise interact with us (including over email). For the purpose of this Privacy Policy, LFG labs, Inc. (DBA Bluenote) is the data controller for your information, and “**you**” and “**your**” means you as the user of the Services.

This Privacy Policy does not apply to the extent that we process personal information as a processor or service provider on behalf of our customers, such as when customers subscribe to our generative AI platform, where we process any personal information contained in user inputs (such as text prompts and documents) and outputs as a processor.

Please read this Privacy Policy carefully. By accessing any of the Services, you agree to the collection, use, and disclosure of your information as described in this Privacy Policy. If you do not agree to this Privacy Policy, please do not use or access the Services. Please note that the Services are designed for users in the United States only and are not intended for users located outside the United States.

## 1. Changes to this Privacy Policy

We may modify this Privacy Policy from time to time, in which case we will update the “Last Revised” date at the top of this Privacy Policy, post the updated version on our Services and take any other steps required by applicable law. If you do not agree to any updates to this Privacy Policy, please do not continue to use or access the Services.

## 2. Collection of Information

### *Information You Provide to Us*

Some features of the Services may require you to directly provide certain information. You may elect not to provide this information but doing so may prevent you from using or accessing these features. Information that you directly submit through our Services includes:

- Contact information, such as your name and email address.
- Account and profile information, such as your name, email domain and account password. If you choose to register an account, you are responsible for keeping your account credentials safe. We recommend you do not share your access details with anyone else. If you believe your account has been compromised, please contact us immediately.
- Payment and subscription information if you choose to subscribe to our AI platform, such as credit or debit card information and billing address, which is collected on our behalf by our payment processor, and information about your subscription tier and transaction history.

- Feedback and other information you provide in communications with us, which we use as described in this Privacy Policy or as otherwise disclosed at the time of collection.

#### *Information Collected Automatically*

We, and third parties on our behalf, may automatically collect certain information about your interactions with the Services and emails, including through cookies, pixels and other tracking technologies (“**Tracking Technologies**”). We collect and use this information to run analytics, de-bug, better understand user interactions with and improve the Services, tailor your experience with the Services and personalize advertising and content for you. We may associate this information with the device you use to access the Services, or email accounts you use to engage with us.

Such information includes:

- Device information, such as device type, operating system, screen size, unique device identifier, Internet protocol (IP) address, preferred language and browser information.
- Location information, such as approximate location and, if you choose to provide it, precise geolocation.
- Other information regarding your interaction with the Services or emails, such as browser type, log data, date and time stamps, emails you have opened and clickstream data (e.g., page requests, page views, how much time is spent on a page, content viewed or interacted with, text entered, etc.).

For further information on how we use Tracking Technologies and your choices, see the section below, *Cookies and Other Tracking Technologies*.

#### *Information Collected from Other Sources*

We may obtain information about you from outside sources. Any information received from outside sources will be treated in accordance with this Privacy Policy. We are not responsible for the accuracy of the information provided to us by third parties and are not responsible for any third party’s policies or practices.

### **3. Use of Information**

We may use any of the information described in this Privacy Policy to:

- Provide, operate and improve the Services, our products offerings and our business, including using feedback and information collected automatically to improve and enhance the models that power our Services.
- Personalize your experience, including remembering the devices from which you previously logged in and remembering your selections and preferences as you navigate the Services.
- Enhance the safety and security of our Services, IT systems, architecture and networks, and to protect against and prevent fraud, malicious, deceptive or illegal activity
- Conduct research and development, monitor and analyze trends and develop and test new features, products, services and models.

- Communicate with you, including for customer support purposes, and engage in marketing and advertising activities. You may opt out of marketing emails using the opt-out or “unsubscribe” instructions provided in the email. However, after opting out you may still receive transactional emails from us, such as emails about your account.
- Comply with applicable legal obligations, enforce any applicable terms of service, protect the Services, our rights, and the rights of our employees, users or other individuals, and otherwise operate our business.

We may also aggregate or deidentify information and use and share that information for any lawful purpose in the ordinary course of operating our business.

#### **4. Disclosure of Information**

We may disclose information about you with third parties in the following circumstances:

- To vendors or other service providers who help us provide the Services, including for cloud storage, payment processing, system administration, security, customer relationship management, marketing communications, data analytics and the deployment of Tracking Technologies. We also use AI tools, including generative AI tools offered by third-party vendors and service providers.
- When you request or direct us to disclose information.
- If you are granted access to our AI platform on behalf of one of our customers, the administrators of that account may have access to your information and your account.
- To our affiliates or others within our corporate group.
- To third parties in connection with or anticipation of an asset sale, merger, bankruptcy, or other business transaction.
- To our professional advisors, such as lawyers, auditors and insurers.
- For legal and security reasons, to protect our Services and business and ensure the safety and security of us and others. For example, we may share your information with regulators, law enforcement agencies, public authorities, or any other relevant organizations to comply with applicable law or obligations thereunder, including cooperation with law enforcement, judicial orders, and regulatory inquiries.

#### **5. Cookies and Other Tracking Technologies**

We use Tracking Technologies to collect information about your browsing activities, including your browsing over time and across different websites following your use of our Services. Most browsers accept Tracking Technologies automatically, but you may be able to control the way in which your devices permit the use of Tracking Technologies. If you so choose, you may block or delete certain Tracking Technologies from your browser; however, blocking or deleting Tracking Technologies may cause some of the Services, including login features and general functionality, to work incorrectly.

Your browser settings may also allow you to transmit a “Do Not Track” signal or other mechanism for exercising your choices regarding the collection of your information when you visit various websites. Like many websites, our website is not designed to respond to such signals.

## **6. Third Party Websites and Materials**

We may provide links to third-party websites or platforms, and display, or make available content, data, applications or materials from third parties. If you follow links to sites or platforms that we do not control and are not affiliated with us, you should review the applicable privacy notice, policies and other terms. We are not responsible for the privacy or security of, or information found on, these sites, or the accuracy, completeness or reliability of third-party materials. Information you provide on public or semi-public venues, such as third-party social networking platforms, may be viewable by other users of the Services and / or users of those third-party platforms without limitation as to its use. Our inclusion of such links does not, by itself, imply any endorsement of the content on such platforms or of their owners or operators.

## **7. Children’s Privacy**

Our Services are not intended for children, and we do not seek or knowingly collect any personal information from children. If we become aware that we have unknowingly collected information from a child, in particular children under 13 years of age, we will make commercially reasonable efforts to delete such information from our database. If you are the parent or guardian of a child who has provided us with their personal information, you may contact us using the below information to request that it be deleted.

## **8. Data Security**

Please note that any information you send to us electronically, while using the Services or otherwise interacting with us, may not be secure while in transit. We recommend that you do not use unsecure channels to send us sensitive or confidential information. Despite our reasonable efforts, no security measures are impenetrable, and we cannot guarantee “perfect security.”

## **9. Contact Us**

Should you have any questions about our privacy practices or this Privacy Policy, please email us at [privacy@bluenotehealth.com](mailto:privacy@bluenotehealth.com).