

SMILE FINDER APP PRIVACY POLICY

Last Updated: July 6th, 2020

Smile Train, Inc. (“Smile Train,” “Company,” “we,” or “us”) respects your privacy. This Privacy Policy (the “Privacy Policy”) is intended to describe how we collect, use, and share information that we collect or obtain through the Smile Finder mobile application (“App”) and its Services (as defined below).

IF YOU SUBMIT INFORMATION ON BEHALF OF A THIRD PARTY, INCLUDING ANY CANDIDATES (AS DEFINED HEREIN), YOU REPRESENT AND WARRANT THAT YOU HAVE ALL REQUIRED AND APPROPRIATE AUTHORITY, AUTHORIZATIONS, AND CONSENTS TO PROVIDE SUCH INFORMATION.

1. APPLICABILITY OF THIS PRIVACY POLICY

The App is designed to identify available treatment centers (“Providers”) that may provide cleft treatments to individuals in need of cleft care (“Candidates”) and to assist Candidates to obtain treatment from Providers (collectively, the “Services”). Individuals who use the App (“Users”) can create an account or use the App as a guest to submit information as a Candidate or on behalf of Candidates. As part of the Services, Smile Train makes available information about potential Providers in order to assist Users and Candidates (individually and collectively, “you” or “your”) in locating a Provider. Smile Train does not submit your information to Providers on your behalf as part of the Services. You must instead contact the Providers directly if you wish to seek their care.

Please note that once a Candidate contacts a Provider (“Provider Relationship”), any personal information processed in connection with the Provider Relationship is governed by the Provider’s privacy policy, and is not governed by this Privacy Policy. This Privacy Policy applies only to personal information that you submit or that we collect or receive through the App as well as any information that you may provide to us or that we may collect in connection with our provision of the Services. This Privacy Policy does not apply to other Smile Train websites or applications, including www.smiletrain.org, which is governed by the privacy policy available here. This Privacy Policy also does not apply to any information you submit or otherwise provide directly to Providers.

2. INFORMATION WE COLLECT

As described in this Privacy Policy, we may collect certain personal information from or about you in connection with your use of, or your submissions to, the App and our provision of the Services. “Personal information,” for purposes of this Privacy Policy, generally includes information that may be used to identify you. You are not required to provide all personal information identified in this Privacy Policy; however, please be advised that if you do not provide the personal information requested, we may be unable to provide some or all of the Services.

Users

We may collect the following information regarding Users:

- **Contact and Demographic Information.** We may collect the User’s name, address, organization, job title or occupation, email address, phone number, and other information you choose to submit to us. If you register for an account, we will also collect your username and password associated with your account.

- **Location Information.** We may obtain information regarding the User’s location or the location of your device through which you access the App and Services. For example, we collect general location data when you provide us with your address. In the event we may collect precise information about the location of your device, we will obtain your consent as required by law. Once you have consented to the collection of the precise location of your device, you may revoke this consent by managing your location services preferences through the settings of your device.
- **Cookies, Device Information, and Similar Technologies.** We may collect certain information using cookies and other technologies, such as web beacons, device IDs, HTML5 local storage, and IP addresses. We use browser cookies for different purposes, including cookies that are strictly necessary for functionality and cookies that are used for personalization, and performance/analytics. We may also automatically collect certain data about your device, such as information about your web browser, IP address, time zone, mobile device ID, model, manufacturer, operating system, version information, carrier-related information, and IDs related to the cell phone hardware in your phone as well as the network to which the device is connected, mobile phone number, application-specific and instance-specific identifiers, and location information, as further described in this Privacy Policy. Our “Use of Cookies and Similar Technologies” section contains more information and options to control or opt-out of certain data collection or uses related to cookies and similar technologies.

Candidates

We may collect the following information regarding Candidates:

- **Contact and Demographic Information.** We may collect information such as the Candidate’s name, age, gender, address, email address, phone number, and other information Users choose to submit to us regarding the Candidate. We may also collect name and contact information for the parent, guardian, or other representative of minor Candidates (“Representative”). For additional information regarding the processing of information of minors, please see the “Information About Minors” section of this Privacy Policy.
- **Photographs.** In order to provide the Services and to identify potential Providers for Candidates, we may collect photographs of the Candidates showing their cleft condition.
- **Special Categories of Personal Information.** As our Services identify potential Providers for access to cleft care, we may need to collect certain special categories of personal information, such as health information, in order to provide the Services. For example, we may request information about Candidates’ cleft, weight, or health condition and related information.
- **Location Information.** We may obtain information regarding Candidates’ general location in order to provide the Services. For example, we collect general location data when you provide the Candidate’s address in order to identify nearby Providers.
- **Contact History.** We may collect information about our interaction with you or any Representatives as well as the status of your efforts to locate and establish contact with potential Providers.

Anonymous or De-identified Data

We may create de-identified or anonymous data from personal information by removing data components (such as your name or email address) that makes the data personally identifiable to you or through

obfuscation or through other means. Our use of anonymized data is not subject to or restricted by this Privacy Policy.

3. HOW WE COLLECT AND USE INFORMATION

We may collect personal information as follows:

- **Interactions with the App and Services and communications with us.** We may collect personal information when you use or interact with the App, create an account, or otherwise utilize our Services. We also collect personal information when you communicate with or submit information to us, including when you submit inquiries or request information or when our staff contacts you or Representatives to facilitate our provision of the Services. Additionally, we may collect personal information when you subscribe or sign up to receive communications, materials, or other information from us.
- **Online communities and forums.** We may collect personal information when you engage with our online communities, blogs, and forums, including any information you may provide through your interaction with or participation in our social media pages and groups. Please note that online forums may be publicly accessible and other users may view information you post in the forums. We encourage you to exercise care in deciding what information and content you wish to disclose on the areas of the App that are accessible to the general public.
- **Third-Party Sources.** We may obtain certain data from third-party sources, including from Users, Representatives, and Providers, to provide and improve the Services. For example, Users submit information about Candidates through the App, as described above, in order for us to identify available Providers. We may also collect certain information regarding Candidates from their Representatives and/or from Users in order to facilitate our provision of the Services.
- **Cookies and Similar Technologies.** We may collect certain personal information using cookies and other technologies, such as web beacons, device IDs, geolocation, HTML5 local storage, and IP addresses, as further described in this Privacy Policy. Our “Use of Cookies and Similar Technologies” section contains more information and options to control or opt-out of certain data collection or uses related to cookies and similar technologies.

We use the personal information we collect as described in this Privacy Policy, including for the following purposes:

- to provide the Services, including to identify potential Providers and assist you in locating and contacting such Providers;
- to contact and communicate with you and Representatives in connection with the Services and to address and respond to inquiries or requests;
- to develop and improve the App and Services, including to better tailor the features, performance, and support of our App and Services, for research, statistical, and analytics purposes, and for marketing and advertising purposes;
- for fraud, loss, and other crime prevention purposes, to assist in the investigation of suspected illegal or wrongful activity, and to protect and defend our rights, interests, and property, or the rights or safety of third parties;
- to enforce agreements or to comply with laws, regulators, court orders, or other legal obligations, or pursuant to legal process.

4. HOW WE MAY DISCLOSE INFORMATION

We may disclose personal information as described in this Privacy Policy, including:

- **Affiliates.** To our subsidiaries, affiliates, and other companies under our common control or within our corporate family (collectively, “Affiliates”), for the purposes described in this Privacy Policy.
- **Representatives.** We may share certain information with Representatives in order to provide the Services.
- **Providers.** In certain circumstances, we may also communicate with Providers to verify whether they have the ability to offer certain treatments in connection with identifying available Providers for Candidates and facilitating our provision of the Services.
- **Users.** We may share limited information with Users in order to facilitate our provision of the Services. Except to the extent required by law or with the consent of the Candidate or their Representative, Smile Train does not disclose Candidates’ personal information obtained in connection with a Provider Relationship, including the details of a Candidate’s treatment status, to Users.
- **Vendors.** To contractors, service providers, vendors, and other third parties we use to support our business and provide the Services, including for technical and processing functions, technical support, and analytics, and for our direct marketing and advertising purposes.
- **Legal and Compliance.** To comply with any court order, law, or legal process, including to respond to any government or regulatory request. To enforce agreements and to assert and defend against legal claims.
- **Protection of Rights and Interests.** If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of our company or other third parties (including any Users, Candidates, or Representatives), and to investigate, detect, or prevent against fraud or other illegal activity.
- **Corporate Transactions.** Subject to applicable law, to a successor organization in the event of a merger, acquisition, bankruptcy, or other sale or transfer of all or a portion of our assets. If any such transaction occurs, the purchaser will be entitled to use and disclose the personal information collected by us in the same manner that we are able to, and the purchaser will assume the rights and obligations regarding personal information as described in this Privacy Policy.

5. BASES FOR PROCESSING

We may use personal information for a variety of different purposes as set out in further detail in this Privacy Policy. Subject to applicable law, we process personal information pursuant to the following legal bases:

- To perform our contractual obligations to you, including to fulfil your request for Services, or to take steps in response to information or inquiries you may submit prior to entering into a contract with us.
- To comply with laws, regulators, court orders, or other legal obligations, or pursuant to legal process.

- For our legitimate interests, including to operate our organization and provide the Services. We will not process personal information pursuant to our legitimate interests where we believe such interests are overridden by the interests or fundamental rights and freedoms of the individual.
- To protect the vital interests of you or of another person.
- For the performance of tasks carried out in the public interest.
- With consent, where we are not already authorized to process the personal information under applicable law.

6. USE OF COOKIES AND SIMILAR TECHNOLOGIES

The App may use cookies and similar technologies to improve user experience, for performance and analytics, and to improve our content, products, and services. A “cookie” is a small text file that a web server stores in browser software. A browser sends cookies to a server when the browser makes a connection to the server (for example, when requesting a web page from the same domain that created the cookie). The purpose of cookies is to remember the browser over time and distinguish one browser instance (or user) from all others. Some cookies and other technologies may serve to track personal information previously entered by a web user on the site. Most browsers allow you to control cookies, including whether or not to accept them, and how to remove them. Cookies can remember login information, preferences, and similar information.

Cookies, as well as other tracking technologies, such as HTML5 local storage and similar mechanisms, may record information such as a unique identifier, information you enter in a form, IP address, and other categories of data. We may also use web beacons or “pixels,” and in certain circumstances may collect IP address, screen resolution, browser software, and operating system types, clickstream patterns, dates and times that our site is accessed, and other categories of data.

We may also use third-party solutions like Google Analytics to help us understand how visitors use the App and to evaluate usage trends. You can read more about how Google uses personal information [here](#). You can also opt-out of Google Analytics [here](#).

If you want to block or delete cookies, you should take the necessary steps within your web browser’s settings. Please note that if you choose to delete or block cookies, certain parts of our App may not function correctly. For information on how to disable cookies, refer to your browser’s settings and instructions.

7. DO NOT TRACK

Do-Not-Track is a public-private initiative that has developed a “flag” or signal that an Internet user may activate in the user’s browser software to notify websites that the user does not wish to be “tracked” by third-parties as defined by the initiative. Please note that the App does not alter its behavior or use practices when we receive a Do Not Track signal from your browser.

8. INFORMATION ABOUT MINORS

Due to the nature of our Services, we may collect or receive personal information about minor Candidates in order to provide the Services. We do not knowingly collect information directly from minors without the consent of the minor’s Representative, except as required by law or for safety and security purposes. If you become aware that a minor has provided us with personal information without appropriate consent,

please contact us at smilefinder@smiletrain.org. If we become aware that a minor has provided us with personal information without appropriate consent, we will take steps to remove the data as permitted by law.

9. YOUR RIGHTS REGARDING PERSONAL INFORMATION

Subject to applicable law, you may have the following rights regarding your personal information, including the right to request confirmation from us as to whether or not we are processing your personal information. Where we are processing your personal information, subject to applicable law, you may also have the right to:

- **Request access to, modification of, or correction of your personal information.** You have the right to request access to, modification of, or correction of your personal information. If you have registered for an account, you can also make changes to your personal information within your account settings.
- **Request deletion of your personal information.** You have the right to request that we delete the personal information that we have collected about you.
- **Request restriction of processing.** You have the right to request that we restrict processing of your personal information in certain circumstances, such as where you believe that the personal information we hold about you is inaccurate or our processing is unlawful.
- **Object to processing.** In certain circumstances, you may have the right to request that we stop processing your personal information, such as a request to stop sending you direct marketing communications. To opt-out of direct marketing communications, please see the instructions in the “Updating Your Communications Preferences and Withdrawing Consent” section of this Privacy Policy.
- **Data portability.** In certain circumstances, you may have the right to receive the personal information concerning you that you provided to us or to request that we transmit your personal information to another data controller.
- **Lodge a Complaint.** You have the right to lodge a complaint with a supervisory authority.

To exercise your rights, please contact us as at smilefinder@smiletrain.org. Please note, the above rights may be subject to various exclusions and exceptions under the law, and, under certain circumstances, certain data elements may not be subject to access, modification, portability, restriction, and/or deletion. Furthermore, where permissible, we may charge for this service. We will respond to reasonable requests as soon as practicable and as required by law. To protect your privacy and security, we may take steps to verify your identity in order to respond to your request.

10. UPDATING YOUR COMMUNICATIONS PREFERENCES AND WITHDRAWING CONSENT

Where consent is the basis of processing, you may at any time withdraw the consent you provided for the processing of your personal information for the purposes set forth in this Privacy Policy by contacting us at smilefinder@smiletrain.org, provided that we are not required by applicable law or professional standards to retain such information.

If you would like to stop receiving newsletters or other marketing or promotional messages, notifications, or updates, you may do so by following the unsubscribe instructions that appear in these e-mail communications, or you may contact us at smilefinder@smiletrain.org to opt-out of direct marketing. Please be advised that you may not be able to opt-out of receiving certain service or transactional messages from us, including legal notices.

Please note that if you do not provide consent, if you withdraw your consent or object to processing, or if you choose not to provide certain personal information, we may be unable to provide some or all of the Services.

11. LINKS TO OTHER SITES

Our App may contain links or otherwise provide access to another website, mobile application, or Internet location (collectively “Third-Party Sites”). For example, when you choose to contact a Provider identified in the App, you are providing information (including personal information) directly to third parties outside of Smile Train. Please note that we have no control over and are not responsible for Third-Party Sites, their content, or any goods or services available through the Third-Party Sites. Our Privacy Policy does not apply to Third-Party Sites. We encourage you to read the privacy policies of any Third-Party Site with which you choose to interact.

12. DATA RETENTION

We will retain your personal information for as long as is necessary to fulfill the purposes for which we obtained the personal information, including to provide the Services, or for such longer period as may be required or permitted by applicable law. We will also retain your personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements and policies. We use the following criteria to set our retention periods: (i) the duration of our relationship with you; (ii) the purposes for processing your personal information and associated legal bases; (iii) the existence of a legal obligation as to the retention period; (iv) our contractual obligations; and (v) the advisability of retaining the information in light of our legal position (for example, applicable statutes of limitations, litigation, or regulatory investigations).

13. DATA SECURITY

We implement technical and organizational security measures designed to secure and protect personal information. Please note, however, we cannot fully eliminate security risks associated with the storage and transmission of personal information.

14. TRANSFER OF DATA

Please note that if you are visiting the App from outside of the United States, your information may be transferred to, stored, and/or processed in the United States. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country. If you are located outside of the United States, the transfer of personal information may be necessary to provide you with the requested information and services and/or to perform any requested transaction. By downloading or using any portion of the App, you acknowledge and consent to the transfer of your information to our facilities in the United States.

15. UPDATES TO THIS POLICY

We may update this Privacy Policy from time to time. The most recent version of the Privacy Policy is reflected by the version date located at the top of this Privacy Policy. We encourage you to review this Privacy Policy often to stay informed of how we may process your information.

16. CONTACT INFORMATION

If you have questions about this Privacy Policy or our privacy practices, please contact us by e-mail at smilefinder@smiletrain.org or by mail using the details provided below:

Smile Train
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