

AVENUE WOMEN'S CENTER LLC ONLINE PRIVACY POLICY

Avenue Women's Center LLC, an Illinois limited liability company and disregarded entity for tax purposes (hereinafter "Avenue Women's Center" or "the Company") respects your privacy as a visitor to its website (the "Website") has developed the following privacy policy ("Online Privacy Policy" or "Policy") to inform you how the Company handles your Personal Information, defined below, after receiving it. This Policy also applies to any information we collect offline, such as when you visit our offices, attend Avenue Women's Center events, or interact with our representatives at other events, or in other contexts in which we make this Policy available to you.

By accessing or using this Website, you agree to this Policy, so please read it carefully. This Policy may change from time to time. Your continued use of this Website after the Company makes changes is deemed to be an acceptance of those changes, so please check the Policy periodically for updates.

All information collected that can be used to you and that was created, used, or disclosed in the course of providing a health care service such as diagnosis or treatment to you is considered Protected Health Information ("PHI") and/or medical information and is governed by laws that apply to that information.. This Privacy Policy does not apply to PHI; instead, how Avenue Women's Center uses and discloses such PHI is in accordance with the Avenue Women's Center LLC Notice of Privacy Practices. To understand how we use and disclose PHI you should review our Notice of Privacy Practices. Avenue Women's Center will not use or disclose your PHI for advertising, marketing, or other use-based data mining purposes and will not combine it with other data and will not sell it. The Notice of Privacy Practices (and not this Privacy Policy) also applies to Personal Information collected on our Websites if specific symptoms or health conditions is also collected, as such information may be considered PHI.

To the extent of a conflict between the terms of this Privacy Policy and the Notice of Privacy Practices with respect to PHI, the Notice of Privacy Practices will control how we use and disclose your PHI.

1 INFORMATION AVENUE WOMEN'S CENTER COLLECTS AND WHY

1.1 Who Collects Your Information

Avenue Women's Center is the data controller of the information the Company collects from your use of our website.

Avenue Women's Center utilizes a Privacy Officer ("PO") and a Data Protection Officer ("DPO"). The PO is responsible for developing and implementing the Company's policies and procedures governing compliance with the Standards for Privacy of Individually Identifiable Health Information ("Privacy Rule") – in alignment with standard industry practices.

The DPO is responsible for evaluating the Company's data protection policies and the implementation of those policies. If you feel something is not addressed in this Privacy Policy or have further questions, our PO and DPO can be reached by using the contact information contained in section 7.

1.2 Consent to Collect Your Information

Avenue Women's Center process Personal Information (defined below) based on consent according to Art. 6(1)(a) GDPR, which you are free to give or refuse. You'll see consent options when you visit our website for the first time. When we change the purposes for which we use your Personal Information, or when there are new purposes, we will notify you of such changes and may need to obtain your consent for the changes or new purposes. You can change your decisions at any time by clicking the button below. If you change your decision, it will not affect the lawfulness of processing based on consent before its withdrawal.

1.3 What Information Avenue Women's Center Collects

Depending on the way you use the Website and the Company's services, the Company may gather Personal Information from you in the specific categories described below.

"Personal Information" means data or information that can be used to identify an individual directly or indirectly and includes: your name, address, IP address, geolocation, email address, telephone number, or other similar personally identifying data collected from you by Avenue Women's Center or its authorized agents and also includes Analytics Information, and Cookies defined further below.

1.3.1 Analytics Information

In an effort to improve visitors' experiences on the Website, Avenue Women's Center gathers certain information related to individuals' website visits, collectively "Analytics Information". Analytics Information does not correlate to you individually and is used solely to measure and improve the Company's Website and to better serve the Company's Website visitors. Avenue Women's Center uses aggregate statistical data to compile reports. Analytics Information is likely to include the following:

1.3.1.1 Device- and Network-Specific Information

Device- and network-specific information includes your unique device identifier, operating system and version, the browser you use, your internet service provider (ISP), and your internet protocol (IP) address.

1.3.1.2 Geographical Information

Geographical information includes your language, zip code, area code, general location, and local time zone.

1.3.1.3 Website Visit Information

Website visit information includes data such as the domain from which you came to the Website, details of how you use the Website, what webpages you visit on Avenue Women's Center's Website, and the duration of your visit.

1.3.1.4 Third Parties and Analytics

Avenue Women's Center may employ third-party data analytics firms to track and analyze traffic on the Website; to analyze visitor trends, browser types, and usage trends; and to present targeted ads based on anonymous information collected through tracking.

Third parties that are referenced on the Website may have content embedded that uses cookies on your browser or tracks certain analytics information, such as your IP address. Third parties may not collect your Personal Information from the Website unless you provide it to such third parties.

1.3.2 Cookies

1.3.2.1 Use of Cookies

Avenue Women's Center may use cookies on your computer. A cookie is a small piece of data sent from a website and stored in a user's web browser while the user is browsing that website. Every time the user loads the website, the browser sends the cookie back to the server to notify the website of the user's previous activity.

You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.

1.3.2.2 Do Not Track Signals

Avenue Women's Center does not respond to browser Do Not Track ("DNT") signals. The Website may utilize page tags or web beacons to track information related to user visits as a part of the Company's data analytics described below. Page tags, also known as web beacons, pixel tags, or tracking pixels, are small, transparent images or snippets of code that are embedded in websites, emails, or other digital content. They are used to track user behavior, monitor website performance, and gather analytics data.

1.3.3 Information Collected from Other Sources

We may also obtain information about you from other sources. For example, if you have an existing medical record at one of our affiliates, we may be able to see your test results, along with other functionality, from within our systems. Additionally, we may be able to view test results or other information from other third parties holding publicly available sources, or from state registries. Once we combine information from other sources with your information collected pursuant to this Online Privacy Policy, we apply this Online Privacy Policy to the combined information as long as it is combined.

1.4 Sensitive Information the Company Collects

In addition to the Personal Information described above, the Company may also collect Sensitive Information. "Sensitive Information" refers to data that is more private in nature and includes, but is not limited to, information about your sex life, sexual orientation, health information, racial or ethnic origin, political opinions, religious or philosophical beliefs, and genetic data. The collection and use of this Sensitive Information will be conducted in accordance with applicable laws and regulations to ensure your privacy and security.

1.5 Why Avenue Women's Center Collects Your Information

When you request services on the Website, Avenue Women's Center may gather Personal Information to accomplish the following objectives.

1.5.1 To Provide Services

Avenue Women's Center may use your Personal Information to provide services to you upon your request. Such services may include sending you newsletters and publications, responding to your questions and comments, emailing you updates concerning the Company's products and services, and personalizing your visits to the Website.

For example, if you obtain a user ID, membership, educational materials, or otherwise request goods or services provided by the Company, you will receive information about Avenue Women's Center's products, services, marketing information, and related offerings unless you choose to opt out. If you have questions about such communications or no longer wish to receive such offers, please contact the Company using the contact information provided below at section 7 below.

Avenue Women's Center may use your email address, usage data, or other Personal Information to provide you with technical support, to send you detailed summary emails regarding your transaction history with the Company, to provide you with important tax information, or to send you notices about the Website or other promotional offers you have elected to receive.

In connection with these services, the Company may also share your Personal Information with other the Company offices or with the Company' subsidiaries and affiliates in the country in which you reside and in other countries.

1.5.2 To Fulfill Avenue Women's Center's Contractual Obligations

Avenue Women's Center may collect Personal Information to fulfill the Company obligations under an agreement with you or other third parties. This may include collecting information such as names, addresses, and contact details for the purpose of providing products or services as outlined in our agreements. the Company may also use this information to communicate about updates, changes, or issues related to our agreement.

1.5.3 To Improve Your Experience on the Website

We may use your Personal Information to improve your experience on the Website. By collecting your Personal Information, Avenue Women's Center is better able to personalize your experience by storing your preferences and enabling us to show you relevant content tailored to your interests. Additionally, cookies can remember your login credentials, or language preferences. Your Personal Information also helps the Company understand how you interact with the Company's website, such as which pages you visit and how long you spend on each page, allowing the Company to optimize the website's layout and user experience.

1.5.4 Marketing

The Company uses the information collected, including Personal Information and Sensitive Information, for marketing and lead generation purposes. This includes sending you promotional communications, advertisements, and information about new products, services, or events that we believe may be of interest to you. We may also use your information to personalize and improve our marketing efforts, as well as to measure the effectiveness of our marketing campaigns.

1.5.5 Text Message and Videoconference Services

The Company utilizes your Personal Information for various communication and service facilitation purposes. This includes the use of automated text messaging and third-party video conferencing applications. The details of these uses are outlined below:

1.5.5.1 Automated Text Messaging

The Company may use your Personal Information, such as your phone number, to send automated text messages. These messages may include, but are not limited to:

- Appointment reminders
- Marketing communications
- Service-related notifications and updates

By providing your phone number, you consent to receive such automated text messages. You have the option to opt-out of receiving these messages at any time by following the instructions provided in the text message.

1.5.5.2 Third-Party Video Conferencing Applications

To facilitate virtual meetings and provide our services efficiently, the Company may share your Personal Information with third-party video conferencing applications. The information shared may include, but is not limited to:

- Your name
- Your email address

These third-party applications are used solely for the purposes specified by the Company and are bound by contractual obligations to protect your data. The Company ensures that these third parties adhere to strict data protection and privacy standards to safeguard your Personal Information.

2 SECURITY AND COMPLIANCE

2.1 Security

Avenue Women's Center takes the security of your Personal information very seriously. When your Personal Information is stored by the Company, the Company uses limited-access, protected servers. Personal Information is stored on these servers with an encrypted connection. the Company retains your Personal Information only for as long as reasonably necessary for the purpose for which it was collected.

While the Company will use all reasonable means to protect your Personal Information, the Company cannot guarantee the security of your transmissions of such Personal Information, and you use the Website at your own risk. If you suspect your Personal Information has been compromised, please notify the Company using the contact information provided below.

2.2 Personal Information Safeguards

We seek to use reasonable physical, technical, and administrative measures designed to protect Personal Information within our organization. Unfortunately, no data transmission or

storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of your account has been compromised), please immediately notify us in accordance with Section 7 below.

2.3 Data Breach

If Avenue Women's Center experiences a data breach and Personal Information is exposed, we will notify you and the relevant supervisory authority within 72 hours of knowledge. Additionally, we will quickly communicate data breaches to you unless the breach is unlikely to put your information at risk (for instance, if the stolen data is encrypted).

2.4 Third Party Precautions

We carefully select our third-party service providers and partners based on their ability to process Personal Information in compliance with Avenue Women's Center commitments to data privacy set forth in this Online Privacy Policy. The Company shares your Personal Information with such third parties only when it is necessary to provide our services to you or to improve our service offerings. The Company also ensures that these third parties have appropriate technical and organizational measures in place to protect your Personal Information from unauthorized access or processing.

2.5 Third Party Agreements

Where required, Avenue Women's Center enters into legally binding agreements with third-party data processors. These agreements explicitly outline the terms and conditions governing data processing activities, the scope and purpose of data processing, and the respective roles and responsibilities of each party. These agreements also require our third-party data processors to implement appropriate security measures, provide timely notification in case of data breaches, and assist us in fulfilling our obligations applicable law, such as responding to your data subject access requests.

2.6 International Data Transfers

In some instances, Avenue Women's Center may transfer your Personal Information to third-party recipients located outside the European Economic Area (EEA). When this occurs, the Company ensures that these transfers are subject to adequate safeguards in line with GDPR requirements, such as the use of Standard Contractual Clauses or adherence to Privacy Shield frameworks, where applicable.

2.7 Retention

2.7.1 Retention Periods

We retain your Personal Information only for as long as necessary to fulfill the purposes for which it was collected, including, but not limited to, providing our services to you, complying with legal obligations, resolving disputes, and enforcing our agreements.

The specific retention periods for different categories of Personal Information may vary based on the nature of the data, the purposes for which it was collected, and any applicable legal or regulatory requirements. Once the retention period for a specific category of Personal Information has expired, Avenue Women's Center will securely delete or anonymize the data, in accordance with our data disposal procedures.

2.7.2 Legal and Regulatory Requirements

In certain cases, Avenue Women's Center may be legally obligated to retain your Personal Information for longer periods, such as for tax, accounting, or other regulatory purposes. In these instances, the Company will retain your Personal Information in accordance with the relevant legal and regulatory requirements.

2.7.3 Data Anonymization

Where possible, Avenue Women's Center may choose to anonymize your Personal Information so that it can no longer be associated with you. Anonymized data is not subject to GDPR requirements and may be retained indefinitely for statistical, research, or other purposes, without any impact on your privacy.

3 INFORMATION AVENUE WOMEN'S CENTER SHARES AND WITH WHOM

3.1 Aggregated Information Sharing

Avenue Women's Center may share aggregated demographic information with our partners and third parties. Aggregated demographic information is generally collected from numerous persons and does not correlate to any specific individual. Aggregated information is not linked to your Personal Information and cannot be used to identify you.

3.2 Personal Information Sharing

3.2.1 Information Sharing to Date

Avenue Women's Center does not sell the Personal Information of visitors to the Website and has not done so in the preceding twelve months to date. However, the Company does disclose, and in the preceding twelve months to date has disclosed, Personal Information voluntarily provided by visitors to the Website, including name, address, email address, and telephone numbers as necessary to third-party servicers and processors in order to provide services to Website visitors, as more fully discussed below.

3.2.2 Third-Party Services to You

Avenue Women's Center may partner with third parties to provide specific services to Website visitors. When you sign up for these services, the Company may share your name or other contact information as necessary for the third party to provide these services. These parties are not allowed to use your Personal Information except for the purpose of providing these services. Furthermore, while the Company will never rent or sell your email address to outside parties, the Company may occasionally ask your permission to share your email address with third parties so that you can receive information or communications from those parties.

3.2.3 Marketing and other Service Providers to the Company

The Company shares the information collected from you with third-party service providers for various purposes, including scheduling and lead generation platforms, which help us manage and streamline our interactions with you, ensuring timely and efficient service. For marketing and advertising, we receive information from third-party services such as search engines and social media platforms to better understand your preferences and interests, allowing us to deliver more relevant and targeted advertisements, promotions, and marketing communications. Additionally, we may share your information with third parties when required by law or to comply

with legal processes, protect our rights, and ensure the safety of our users and services. The Company ensures that any third-party service providers with whom we share your information are bound by contractual obligations to protect your data and use it solely for the purposes specified by the Company.

3.3 Other Possible Disclosures

In addition to the other disclosures stated herein, Avenue Women's Center may share your Personal Information for the following purposes and with the following parties, as applicable:

- a. To comply with applicable laws, regulations, legal processes, government-enforced orders, or data security assessments.
- b. To enforce applicable terms of service, protect the Company's legal rights, or defend against legal claims.
- c. To prevent, defend against, and otherwise address technical or security issues, including suspected or potential fraud.
- d. To guard against harm (whether actual or potential) to the legal rights, property, or safety of the Company, visitors to the Website, or the general public as required or permitted by law.
- e. To facilitate communications with social media platforms. These social media platforms may have their own data collection, use, and sharing practices that may also be applicable to your Personal Information. You should review their applicable privacy policies and methods for changing the privacy or sharing settings on such services.
- f. To effectuate a merger, divestiture, restructuring, reorganization, dissolution or other transfer of some or all of the Company's assets, whether as a going concern or as part of a bankruptcy, liquidation, or similar proceeding, in which users' Personal Information held by the Company is among the assets transferred.
- g. To fulfill the purpose for which you provide it. For example, if you provide the Company with an email address for the purpose of the Company sending you a regular newsletter, the Company may use it to regularly send you newsletters.
- h. To achieve any other purpose to which you expressly consent.

4 YOUR PRIVACY RIGHTS

Subject to the limitations set forth in Sections 4.9 and 4.10 you have the following rights with respect to your Personal Information.

4.1 Your Right to Opt Out

You may have the right to opt out of Avenue Women's Center's data collection for certain purposes. If you would prefer that the Company not collect Personal Information about your Website visits, you may opt out by contacting us by using the information provided in section 7.

4.2 Your Right of Confirmation and Access

You may have the right to confirm whether Avenue Women's Center is processing your Personal Information and to access your Personal Information, subject to certain limitations. You may also have the right to request additional information related to the categories of information collected, sources of information collected, purpose for information collection, categories of third parties to whom Personal Information is disclosed, and the specific pieces of information

collected. You may request such confirmation, access, or additional information by contacting us using the information provided in section 7.

4.3 Your Right to Correction

You may have the right to correct inaccuracies in your Personal Information, subject to certain limitations. To request changes to the content of your Personal Information, you may contact us by using the information provided in section 7. Please note that the Company is not responsible for updating information shared with third parties.

4.4 Your Right to Data Deletion

You may have the right to have your Personal Information you may have provided to the Company deleted, subject to certain limitations. You may request that the Company delete your Personal Information by contacting us by using the information provided in section 7.

4.5 Your Right to Data Portability

You may have the right to obtain your Personal Information in a portable and, to the extent technically feasible, readily usable format, to allow you to transmit your Personal Information to another controller without impediment, subject to certain limitations. You may request your Personal Information in such a format by contacting us by using the information provided in section 7.

4.6 Your Right to Limit Use and Disclosure of Sensitive Information

You may have the right to request that the use and disclosure of sensitive information, if any, be limited to those uses which are necessary to perform the services or provide the goods for which the information was provided and other authorized uses. You may request such limitations on use and disclosure by contacting us by using the information provided in section 7.

4.7 Your Right to Object

You have the right to lodge a complaint with a supervisory authority. Please contact us as outlined in section 7 to inquire about the appropriate supervisory authority for your jurisdiction.

4.8 Your Rights Related to Automated Decision-Making and Profiling

You have a right not to be subject to a decision based solely on automated processing, including profiling, which produce legal effects concerning you and similarly significantly affects you. You can object to your Personal Information being used in this way. Avenue Women's Center is permitted to use automated decision-making and profiling if the decision:

- a. is necessary for entering into, or performance of, a contract between you and us;
- b. is authorized by EU or a member state law to which the Company is subject and which also lays down suitable measures to safeguard your rights and freedoms and legitimate interests; or
- c. is based on your explicit consent.

Where the Company engages in automatic decision-making or profiling in connection with a contract between us or to further to your explicit consent, the Company implements suitable measures to safeguard your rights and freedoms and legitimate interests, at least the right to

obtain human intervention from us in the course of decision-making process, and the opportunity to express your point of view and to contest the decision.

4.9 Limitations on Access

We may restrict your right to access your Personal Information in the following situations.

4.9.1 The request is manifestly unfounded or excessive.

If your access request is repetitive or clearly intended to cause inconvenience or disruption, or if the request is overbroad or too generalized, Avenue Women's Center may refuse to comply or charge a reasonable fee to cover our administrative costs.

4.9.2 The request would adversely affect the rights and freedoms of others.

If providing access to your Personal Information would negatively impact the privacy rights, trade secrets, or intellectual property of others, the Company may limit or deny your request.

4.9.3 The request conflicts with our legal obligations.

If the Company is legally required to withhold your Personal Information, such as in cases of ongoing legal proceedings or regulatory investigations, or if disclosure would violate our contractual obligations, the Company may limit or refuse your access request.

4.9.4 Prevention, investigation, or prosecution of criminal offenses.

We may limit your access to Personal Information data if doing so is necessary for the prevention, investigation, or prosecution of criminal offenses or the execution of criminal penalties.

4.9.5 Regulatory supervision and enforcement.

If providing access to your Personal Information would hinder the performance of tasks aimed at ensuring regulatory compliance or enforcement, the Company may limit your access request.

4.10 Limitations on Deletion and Modification

There are certain circumstances in which Avenue Women's Center may be legally required or permitted to refuse or limit your request to delete or modify your Personal Information. This section outlines the legitimate reasons for not honoring your data erasure and modification requests, including contractual obligations and other legitimate grounds.

4.10.1 Contractual Obligations

If your Personal Information is necessary for the performance of a contract to which you are a party or in order to take steps at your request before entering into a contract, the Company may be unable to delete or modify your data.

4.10.2 Legal Compliance

If the Company is legally obligated to retain your Personal Information for purposes such as tax, accounting, or other regulatory requirements, the Company may refuse or limit your erasure or modification request.

4.10.3 Assertion, Exercise, or Defense of Legal Claims

We may refuse or limit your erasure or modification request if your Personal Information is necessary for the establishment, exercise, or defense of legal claims.

4.10.4 Other Legitimate Interests

If the retention of your Personal Information is in furtherance of archiving purposes in the public interest, scientific or historical research purposes, or statistical purposes, under certain circumstances; public health reasons consistent with the exceptions for processing special categories of Personal Information such as health information; exercising official authority vested in us; performing a task carried out in the public interest; exercising the right of freedom of expression and information; or otherwise in the Company legitimate interests under the law, the Company may refuse or limit your erasure or modification request of your Personal Information.

5 ADDITIONAL NOTICES

5.1 Changes to Online Privacy Policy

In the event of any change to Avenue Women's Center's Online Privacy Policy, notice of such changes will be posted on the Website. Any changes to this Online Privacy Policy will become effective when the Company posts the revised Online Privacy Policy on the Website. Your use of the Website following these changes means that you accept the revised Online Privacy Policy.

5.2 Third-Party Websites' Privacy Policies

When you click on links on the Website that take you to third-party websites, you will be subject to these third parties' privacy policies. the Company cannot be responsible for the actions of any third-party websites and encourages you to read the posted privacy policies of each website you visit, whether you are linking from the Website or browsing on your own.

6 STATE PRIVACY RIGHTS

6.1 California Shine the Light Law

To learn more about California residents' privacy rights, visit <https://oag.ca.gov/privacy/ccpa>. California's "Shine the Light" law (Civil Code section § 1798.83) permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us by using the information provided in section 7.

6.2 U.S. State Privacy Rights

Residents of various U.S. states, including but not limited to California, Colorado, Connecticut, Virginia, Utah, Iowa, Indiana, Tennessee, Texas, Florida, Montana, Delaware, New Hampshire, New Jersey, Kentucky, Nebraska, and Oregon, have specific privacy rights. Depending on your state of residence, you may have the right to:

- Confirm whether Avenue Women's Center processes your Personal Information.
- Access and delete certain Personal Information.
- Exercise data portability to receive a copy of your Personal Information in a usable format.

- Opt-out of the processing of your Personal Information for targeted advertising and sales purposes.
- Correct inaccuracies in your Personal Information, considering the nature of the information and the purpose of its processing.
- Opt-out of profiling in furtherance of decisions that produce legal or similarly significant effects.
- Restrict or limit the processing of your Personal Information.
- Receive clear and accessible information about how your Personal Information is being used (right to transparency).
- Not be discriminated against for exercising any of your privacy rights (right to non-discrimination).
- Appeal a decision made by a business regarding your privacy rights request.
- Provide or withdraw consent for the collection and processing of your sensitive Personal Information (right to consent).
- Object to the processing of your Personal Information for certain purposes.
- Ensure that only the minimum necessary data is collected and processed (right to data minimization).
- Ensure your Personal Information is only used for specified, explicit, and legitimate purposes (right to purpose limitation).
- Ensure the accuracy, integrity, and security of your Personal Information (right to data integrity and security).
- Be informed if your data is breached and your personal data security is compromised (right to be informed).

Additional Rights for California Residents:

In addition to the rights above, California residents may have additional rights under the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA), such as:

- The right to know the categories of Personal Information collected, the sources from which Personal Information is collected, the purpose for collecting Personal Information, and the categories of third parties with whom we share Personal Information.
- The right to non-discrimination for exercising any of your privacy rights.

Other States:

Residents of other states with privacy laws not specifically listed above may have similar rights. We are committed to respecting and protecting your privacy rights as required by applicable state laws.

To exercise any of these rights, please contact us by using the information provided in section 7.

6.3 Nevada

Nevada provides its residents with a limited right to opt-out of certain Personal Information sales. Residents who wish to exercise these sale opt-out rights may contact us by using the information provided in section 7. However, please know Avenue Women's Center does not currently sell data triggering that statute's opt-out requirements.

7 CONTACT AVENUE WOMEN'S CENTER

To obtain further information concerning the terms of this Online Privacy Policy, to exercise your privacy rights as detailed herein, or to appeal a decision the Company makes in response to a submitted request, please contact:

privacyofficer@avenuewc.com

(630) 455-0300