

## Decipher Website Privacy Policy

Effective as of April 30, 2019

This “**Privacy Policy**” describes the privacy practices of Decipher Biosciences, Inc. (formerly known as GenomeDx Inc. or GenomeDx Biosciences Inc. (“**Decipher Biosciences**”, “**we**”, “**us**” or “**our**”). This Privacy Policy describes how we collect, use, disclose and otherwise process personal information in connection with our website located at [www.decipherbio.com](http://www.decipherbio.com) and any other website on which this policy is posted (collectively, the “**Site**”), and explains the privacy rights and choices available to individuals.

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### Personal Information We Collect

**Information you give us through the Site.** You may provide information to us when you interact with the Site, for example, by subscribing to newsletters, inquiring about products or services (such as our genomic tests), requesting information or otherwise communicating with us via the Site. You may collect your personal and business information, such as your name, email address, and telephone number, and, if you are a healthcare professional, job title, organizational affiliation, zip code, and such other details you may choose to share with us.

**Purchases.** If you make a purchase, we will collect information needed to pay for, process and/or fulfill your order, including your credit card type, credit card number, expiration date, security code, billing address, and delivery address.

**Correspondence.** We may collect information about you that you provide when you request information from us or otherwise correspond with us.

**Information we collect from others.** We may receive personal information about you from third-party sources. For example, we may obtain information about you from your healthcare providers.

### Cookies and Other Information Collected by Automated Means

We may allow service providers and other third parties to use cookies and similar technologies to track your browsing activity over time and across the Site and third-party websites and online services. This information, which may be used internally or for marketing purposes generally, allows us, among other things, to improve the delivery of our Site to you, analyze usage, and measure traffic on the Site. We

review our users' preferences, interests, demographics, traffic patterns, and other information so that we can better understand our audience and what they want.

- **First-party cookies.** By showing how and when visitors use the Site, our cookies help us track user trends and patterns. Cookies may also make your experience easier by saving your preferences and passwords. We also use cookies that contain no personal information at all. These cookies help us estimate our audience size, determine which areas of the Site are the most popular, and serve targeted advertising.
- **Third-party cookies.** We use Google Analytics, and may use other third-party services, to help us analyze how users use our Site. Google Analytics and such other third-party analytics services may assign their own cookies, a process we don't control. These third parties may use cookies, web beacons, and other storage technologies to collect or receive information from our Site and elsewhere on the Internet and use that information to provide measurement services and target ads. Such information may include non-personally identifiable information (does not include your name, address, email or telephone number) about your visits to the Site and other websites, in combination with other non-personally identifiable information about your purchases and interests from other online and offline sources. Such technologies (i) help provide advertisements about goods and services of interest to you, (ii) help us market our products and services that may be of interest to you through advertisements on other website and applications based on your past interactions with the Site and (iii) help us understand the effectiveness of our marketing. For instance, third-party vendors may use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the Google cookie) together to (i) inform, optimize, and serve ads based on your past visits to the Site and (ii) report how your ad impressions, uses of ad services, and interactions with the foregoing are related to your visits to the Site. In addition, we may use Google Analytics data, including but not limited to, geographic, demographics, and interest reporting information to recognize and understand user preferences, make improvements, and for other business purposes. The collection and use of information by these companies is governed by the relevant third-party's privacy policy and is not covered by our privacy policy. Visit Google's pages on [How Google Uses Data, Advertising](#) and [Cookie](#) technologies, and the [NAI's Consumer Opt Out page](#) to read more about these information collection practices, to access your advertising preferences, or how to limit use of your information for interest-based advertising. For a full list of our analytics providers, please contact [notices@decipherbio.com](mailto:notices@decipherbio.com).
- **Flash cookies.** When we post videos, third parties may use local shared objects, known as flash cookies to store your preferences for volume control or to personalize certain video features. Flash cookies are different from cookies because of the amount and type of data and how the data is stored.
- **Do Not Track.** Some Internet browsers may be configured to send "Do Not Track" signals to the online services that you visit. We currently do not respond to "Do Not Track" or similar signals. To find out more about "Do Not Track," please visit <http://www.allaboutdnt.com>.

#### How We Use Your Personal Information

We use the information we collect for the following purposes:

**To operate and improve the Site,** including to:

- Send you newsletters and other information you may request;

- Communicate with you regarding the Site, including by sending you announcements, updates, security alerts, and support and administrative messages;
- Complete your purchase transactions;
- Respond to your requests, questions and feedback related to the Site;
- Analyze our visitors' and users' needs and interests, and personalize experience with the Site; and
- Analyze use of the Site to study trends and users' movements around the Site, improve the Site and develop new features and services.

**To send you marketing communications.** We may send newsletters or other marketing communications, but you may opt out of receiving them as described in the [Opt out of marketing](#) section below.

**To comply with law.** We may use your personal information as we believe necessary or appropriate to comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities.

**For compliance, fraud prevention and safety.** We may use your personal information and disclose it to law enforcement, government authorities, and private parties as we believe necessary or appropriate to: (a) protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims); (b) enforce the terms and conditions that govern the Site; and (c) protect, investigate and deter against fraudulent, harmful, unauthorized, unethical or illegal activity.

**With your consent.** We may ask for your consent to collect, use or share your personal information, such as when we are required to do so by law.

**To create anonymous data.** We may create anonymous data from your personal information and other individuals whose personal information we collect. We make personal information into anonymous data by removing information that makes the data personally identifiable to you. We may use this anonymous data and share it with third parties for our lawful business purposes, including to analyze and improve the Site and promote our business.

### **How We Share your Personal Information**

We do not share your personal information with third parties without your consent, except in the following circumstances:

**Healthcare Professionals.** We may share your information with your healthcare providers and doctors who you have authorized to receive such information. When we transmit information to a healthcare provider, we are subject to laws and regulations governing the use and disclosure of personal information, including Health Insurance Portability and Accountability Act of 1996 ("**HIPAA**"). PHI (personal data related to past, present or future health conditions, treatments and payments) will only be used or disclosed for treatment and other authorized purposes as stated in our [HIPAA Notice of Privacy Practices](#).

**Affiliates.** We will share your personal information with our corporate affiliates for purposes consistent with this Privacy Policy. For example, we will share information with our wholly owned subsidiary, Decipher Corp., who performs, commercializes, and processes our genomic tests.

**Service providers.** We may share your personal information with third-party companies and individuals that provide services on our behalf or help us operate the Site (such as customer support, hosting, analytics, email delivery, marketing, forms management, and database management services). For example, as of the date of this Privacy Policy, we use Xifin as our third party payment processors. We do not process, record or maintain your credit card or bank account information. For more information on how payments are handled, or to understand the data security and privacy afforded such information, please refer to Xifin's privacy policy at <https://www.xifin.com/privacy>. These third parties may use your personal information only as directed or authorized by us and in a manner consistent with this Privacy Policy, and are prohibited from using or disclosing your information for any other purpose.

**Professional advisors.** We may disclose your personal information to professional advisors, such as lawyers, bankers, auditors and insurers, where necessary in the course of the professional services that they render to us.

**Business transfers.** We may sell, transfer or otherwise share some or all of our business or assets, including your personal information, in connection with a business transaction (or potential business transaction) such as a corporate divestiture, merger, consolidation, acquisition, reorganization or sale of assets, or in the event of bankruptcy or dissolution. In such a case, we will make reasonable efforts to require the recipient to honor this Privacy Policy.

### **Your Choices**

In this section, we describe the rights and choices available to all users.

**Opt out of marketing communications.** You may opt out of marketing-related emails by following the unsubscribe instructions in the email. You may continue to receive non-marketing emails.

**Targeted online advertising.** Some of the business partners that collect information about users' activities on or through the Site may be members of organizations or programs that provide choices to individuals regarding the use of their browsing behavior or mobile application usage for purposes of targeted advertising.

Users may opt out of receiving targeted advertising on website through members of the Network Advertising Initiative by clicking [here](#) or the Digital Advertising Alliance by clicking [here](#). Please note that we also may work with companies that offer their own opt-out mechanisms and may not participate in the opt-out mechanisms that we linked above.

If you choose to opt-out of targeted advertisements, you will still see advertisements online but they may not be relevant to you. Even if you do choose to opt out, not all companies that serve online behavioral advertising are included in this list, so you may still receive some cookies and tailored advertisements from companies that are not listed.

### **Other Important Privacy Information**

**Third-party sites and services.** The Site may contain links to other websites and services operated by third parties. These links are not an endorsement of, or representation that we are affiliated with, any third party. We do not control third-party websites, applications or services, and are not responsible for

their actions. Other websites and services follow different rules regarding their collection, use and sharing of your personal information. We encourage you to read their privacy policies to learn more.

**Security practices.** The security of your personal information is important to us. We employ a number of organizational, technical and physical safeguards designed to protect the personal information we collect. However, security risk is inherent in all Internet and information technologies and we cannot guarantee the absolute security of your personal information.

**Children.** The Site is not directed to, and we do not knowingly collect personal information from, anyone under the age of 13. If a parent or guardian becomes aware that his or her child has provided us with information without their consent, he or she should contact us. We will delete such information from our files as soon as reasonably practicable. We encourage parents and guardians with concerns to contact us.

**Changes to this Privacy Policy.** We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Site. We may also provide notification of changes in another way that we believe is reasonably likely to reach you, such as via email.

Any modifications to this Privacy Policy will be effective upon our posting the new terms and/or upon implementation of the new changes on the Site (or as otherwise indicated at the time of posting). In all cases, your continued use of the Site after the posting of any modified Privacy Policy indicates your acceptance of the terms of the modified Privacy Policy.

### **How to Contact Us**

By mail:

Decipher Biosciences, Inc.  
10355 Science Center Drive, Suite 240  
San Diego, CA 92121  
Attention: General Counsel

By email: [notices@decipherbio.com](mailto:notices@decipherbio.com)