

Privacy Policy

The purpose of this Privacy Policy is to inform you completely and transparently on Blue Ortho's use of your personal data, as defined by the General Data Protection Regulation (GDPR). By continuing to browse the pages of our Site, or by using the Services we offer, you expressly consent to the use of your personal data (as defined below) in accordance with the uses and provisions referred to herein. If you do not agree with these practices, please do not use our Services.

Document last updated on: September 23, 2021.

1 The Site, the Services

The Site operated by Blue Ortho – called “ExactechGPS Web” – is located at the following address:
<https://gpsweb.blue-ortho.com>

The services offered by Blue Ortho – the subject of this privacy policy – consist of:

- Access to a review of surgeries navigated with the system and statistical analyses (and other services)
- Access to resources, based on the user's profile, including: documentation, software, training material
- Implementation of the 3D reconstruction procedure from scanned images and appropriate use of tools.
- Collection of information from ExactechGPS navigation systems; monitoring and maintenance of this equipment

2 The data controller

All personal data that you give us when using our Services is managed by the company **Blue Ortho**, headquartered at: 22 Chemin du Vieux Chêne – 38240 Meylan - France, registered with the Trade and Companies Register under No. 509 027 702.

3 The personal data we collect

Personal data refers to all information that you give us directly or indirectly during your visit on our Site.

We can also collect your personal data when:

- Your personal account is created
- You use our Services
- You file a complaint, or send a request for information

The personal data we collect on the Website relates to:

- Personal information, which you gave us to create your account, including but not limited to: your last name, first name, title, telephone number, e-mail address. You must provide accurate and complete personal information.
- The electronic identification data that helps recognize you indirectly when connecting to the Website, such as, by way of example, your IP address, or pages viewed on the Website. These data alone are not sufficient to identify you by name.
- Technical data including location, such as IP address, county code, device used, etc. that indicate the geographical position of your connection terminal. They are collected using the third-party service, Google Analytics.
- If applicable, your connection to other users (e.g.: Representative) to share access to the data.

Data collected on the ExactechGPS navigation system, relating to:

- First and last name of the surgeon
- The technical details (Logs) of the application used

- Key position recordings – with screenshot of the system – of the surgical procedure

NOTES: Blue Ortho **does not collect** the following data by this means:

- First and last name of the patient
- Patient data (sex, date of birth)

The data collected when using the Services, relating to:

- Data submitted through the Equinox Planning Application software: case ID, provisional surgery date, surgeon's last name, DICOM images (*), date of birth (**)
- 3D reconstruction made using Blue Ortho services

(*) DICOM images are previously de-identified before being sent to Blue Ortho

(**) depending on the case, the date of birth may be shortened / modified to preserve anonymity, according to the regulations in force.

4 Purposes of the processing

Your personal data may be used as follows:

- To provide the Services offered on the Site and to enable you to authenticate yourself uniquely and securely
- To enable you to receive messages from the Company Blue Ortho
- To establish anonymous statistics on the usage of the Website and the performance of the ExactechGPS system sold by Blue Ortho, or to meet regulatory and legal requirements, such as reporting adverse events that have taken place to the relevant health authorities
- To assess and improve the quality of our Services, and offer you the best possible experience when consulting this site
- To comply with applicable legislation and regulations

5 Sharing personal data with third parties:

We may have to disclose your personal data:

- To our Exactech headquarters, for post-market monitoring requirements. Exactech is obliged to respect the confidentiality of your personal data, and cannot use your data for purposes other than those for which we provide them
- To authorized administrative authorities in the event of a crime or when communicating the data is required by law
- To accounts linked to yours (e.g.: Affiliate Representative) to share feedback on surgeries performed
 - Linked accounts can be viewed in the drop-down menu, "Account information" – next to your name top right once connected to ExactechGPS Web
- To ExactechGPS Website administrator accounts, and to Exactech employee (Specialist) accounts who need access for monitoring activities, marketing, technological maintenance.
- At your express request, we may share the information collected about you for other purposes – for example, to share personal data about you for the purpose of publishing a study. Written consent by the parties concerned will then be requested.

6 Your rights of access, modification, and objection to the use of personal data that concern you

In accordance with the Act of 6 January 1978 on Information Technology, Data Files and Civil Liberties (French "Loi Informatique et Libertés") as amended, and the European General Data Protection Regulation, you also have the right to access, rectify, modify, and delete data concerning you.

You can exercise your rights by:

- Writing to: **Blue Ortho – Data Privacy Officer, 22 Chemin du Vieux Chêne – 38240 Meylan - France**
- Sending an e-mail to privacy@blue-ortho.com

To allow us to process your request and comply with the regulations in force, you must attach to your request a copy of any official identity document with your last name, first name, date and place of birth to prove your identity. We remind you that you are required to update your personal information in case of changes to your circumstances.

7 Retention of personal data

The Company Blue Ortho retains personal data as long as necessary to fulfill the purposes described above in the paragraph entitled “Purposes of the processing”.

If creating an ExactechGPS account, the information will be stored until the deletion of this account.

After deleting the account, some information may be stored by Blue Ortho in the following cases:

- In case of legal obligations (including in the form of archives)
- If processing involving your account is in progress (requests, complaint handling)

8 Protection of your personal data:

The Company uses industry standard data protection practices, and implements stringent security procedures to prevent unauthorized access. These procedures also aim to comply with applicable data protection legislation. All personal information that you give us is stored on secure servers located in France at our technical provider.

9 Your advertising, marketing and communication preferences

We may use your Contact Data, Technical Data, Tracking Data and Usage Data to improve our services and provide you with the service that best suits your needs.

This may be conducted by e-mail or mail.

10 Your legal rights

If the General Data Protection Regulation applies to you because you are a European citizen, you have the following rights regarding your personal data, in accordance with data protection legislation:

- The right to be informed: we have the obligation to keep you informed as to what we do with your personal data (what we do in this privacy policy)
- The right of access: the right to make a request for access to your personal data in order to receive a copy of the personal data that we hold about you
- The right to rectification: the right to ask us to rectify personal data about you that is incomplete or inaccurate
- The right to deletion, also known as the “right to be forgotten”: in some cases, you may ask us to delete personal data we hold about you (except where there is a pressing legal reason which obliges us to store them)
- The right to restrict processing: in some cases, you have the right to ask us to suspend processing of your personal data
- The right to data portability: you have the right to request a copy of your personal data in a common format (for example a .csv file)
- The right to object: you have the right to object to the processing of your personal data (for example, by prohibiting us from processing your data for direct marketing purposes)

11 Cookies

Cookies are files sent to the browser and stored on the hard drive of the computer. They do not directly identify the Internet users visiting the Website. Nevertheless, they record information relating to the navigation of the computer on the Website (pages consulted, date and time of the consultation, etc.), which the Website may read during subsequent visits. The computer stores an identification code in the cookie. The cookie only stores the identification code with the exception of any other personal information concerning the User. The data collected by means of cookies in particular make it possible to improve the quality of the Website, by evaluating its use, in order to improve its appearance or functionality and to facilitate your browsing. In particular, the location data collected using cookies can provide you with personalized services.

You can refuse cookies at any time by modifying the parameters of your web browser, in particular those that enable you to refuse the creation of cookies. However, if you disable cookies, your experience on our site may be impaired.

By continuing to browse this site, you accept the use of cookies, including:

- For authentication purposes to access the Site (First-party cookies, served by gpsweb.blue-ortho.com)
- To compile statistics of visits, sharing services and to optimize the features of the site. (Third-party cookies, served by Google Analytics)

12 Changes to our Privacy Policy

This policy may be updated from time to time. If any such changes are made, you will be informed by the website ExactechGPS Web, or by other means (e-mail, etc.). By using the services offered by ExactechGPS Web, you consent to the updates of this policy.

Blue Ortho advises you to check this policy from time to time.