

My Fertility Labs Privacy Policy

Effective Date: August 16, 2024

Introduction

At My Fertility Labs, Inc. ("My Fertility Labs," "we," "our," or "us"), your privacy is of paramount importance. We are committed to protecting your personal and health-related information and ensuring it is handled with the utmost care. This Privacy Policy ("Policy") outlines how we collect, use, disclose, and protect your information when you use our services ("Services"), including our platform, websites and mobile applications. Our goal is to provide transparency and give you peace of mind, knowing that your data is secure with us.

This Policy complies with applicable privacy laws in Canada and the United States, including Canada's Personal Information Protection and Electronic Documents Act (PIPEDA), Alberta's Health Information Act (HIA), and the laws of any Canadian provinces or US states in which My Fertility Lab's services are made available. By accessing or using our Services, you agree to this Policy. If you do not agree, please discontinue use of our Services.

1. Information We Collect

We collect various types of information about you, depending on how you interact with our Services. The personal data we collect will not be shared, utilized, or distributed without obtaining your explicit consent.

1.1 Personal Information

- **Identifiers:** Name, address, telephone number, email address, date of birth.
- **Account Information:** Login credentials and other account-related details., including personal health identifier number, sex, pronouns, partner name (for linked account), phone number, email, sex, pronouns, User ID, email, password, linked account email, information for 2factor authentication.
- **Order Fulfillment Information:** My Fertility Labs (MFL) does not retain your payment information. Instead, we securely transmit it to trusted third-party service providers who handle payment processing. MFL solely stores your address information for shipping fulfillment purposes.

1.2 Health Information

- **Medical History and Symptoms:** Details from patient intake forms, including medical history and current health concerns.
- **Test Results:** Bloodwork, semen analysis, urine tests, and other diagnostic results.
- **Cycle Tracking Data:** Information on menstrual cycles, ovulation, and fertility.
- **Biometric Data:** General health-related measurements, such as height, weight, and other relevant health metrics.
- **Nutrition Journal:** Dietary habits and food intake tracking.

1.3 Automatically Collected Information - Cookies

- **Device Information:** IP address, browser type, operating system, and general location.



- **Usage Data:** Interactions with our Services, including pages visited and time spent on each page.

2. How We Use Your Information

We use your information, including health-related data, to:

- **Deliver and Manage Services:** Facilitate healthcare services, process transactions, and manage your account.
- **Enhance Our Services:** Analyze usage data to improve functionality and quality.
- **Communicate with You:** Send updates, service notifications, and, where permitted, marketing communications.
- **Legal Compliance:** Ensure adherence to applicable laws and regulations, including responding to legal requests.

2.1 Anonymized Data for Research and AI Development

We may use anonymized patient data for clinical research, internal research, and AI development. Anonymized data is data that has been stripped of personally identifiable information, ensuring it cannot be traced back to you. The sole purpose of using this data is to advance research in reproductive healthcare and improve patient outcomes.

Patients who choose to opt in to this use of their data can do so during the account registration process. Your participation is entirely voluntary and will not affect the healthcare services you receive. If you choose to opt in, you may withdraw your consent at any time by updating your preferences in your account settings.

3. How We Share Your Information

Your data is shared only as necessary and with your explicit consent:

- **Healthcare Providers:** Licensed providers on our platform may access your information to deliver healthcare services within their scope of practice.
- **Service Providers:** Trusted partners who assist in operating our Services (e.g., payment processors) and are bound by confidentiality agreements.
- **Legal Compliance:** We may disclose information as required by law or to protect our legal rights.
- **Anonymized data:** If patients consent to have their anonymized data shared then it can be used for training clinicians, improving the platform, studies to further reproductive health research, AI training and development, and clinician training for more experienced clinicians to review diagnosis, treatment, and outcome with other clinicians to improve knowledge and patient outcomes.

4. User Rights

You have rights under applicable laws, including:

- **Access and Correction:** Request access to your data and correct any inaccuracies.
- **Data Deletion:** Request deletion of your data, subject to legal exceptions.
- **Consent Withdrawal:** Withdraw consent for data collection or sharing.
- **Data Portability:** Request a copy of your data in a portable format.



To exercise these rights, contact us via our website's webform or email us at privacy@myfertilitylabs.com .

5. Data Protection and Security

We take your data security seriously:

- **Encryption:** We use encryption to protect sensitive data, both in transit and at rest, adhering to industry best practices.
- **Access Control:** Data access is restricted to authorized personnel, with multi-factor authentication in place. 2 factor authentication, data anonymization (for admin console user must be searched by ID or last name and selected before seeing only relevant patient data). Clinicians can only see patient data for patients in their care. Clinicians must transfer patient out of their care to another clinician before new clinician can see their data. Limited number of Admins for the application for higher security.
- **Regular Audits:** We conduct regular audits to ensure ongoing compliance with security standards. Certifications or compliance reports may be provided upon request.
- **System Audit Logging:** Logs of access to personal health information will include user identification and role, data and time of access, actions performed (e.g., viewing, editing, deleting), and identification of the record accessed.
- **Data Storage:** To minimize cross-border data transfers, Canadian user data will be stored within Canada, and US user data will be stored within the United States.
- **Third Party Services:** Any use of third-party services for data processing will comply with all applicable data protection regulations. Sub-processors involved will adhere to the same stringent data security requirements.
- **Data Breach Response:** In the event of a breach, we will notify affected individuals promptly, as required by law. Appropriate steps will be taken to mitigate the impact and reports will be filed with relevant authorities as required.
- **Video Calls:** Clinicians/patient must confirm that they are in a private location before videocall. We also have a physical location. Clinicians need to sign off on having a private office they can use or have access to a private access to address the privacy requirements. Our resources are required to only conduct their client sessions in private.
- **Compliance Manager:** Azure has a compliance manager built in. Add reference link. <https://learn.microsoft.com/en-us/azure/compliance/offerings/offering-hipaa-us>

6. Data Retention

My Fertility Labs retains your personal information for as long as you are using our Services. Your health information will be kept for [state how long] after you stop using our Services and then will be completely and securely deleted. A record of your financial/payment information, collected by our third-party service provider, will be maintained for a minimum of 7 years after your last payment is made.

7. Cold Storage for Inactive User Accounts



My Fertility Labs may identify inactive user accounts (accounts inactive for three or more months) and move the data into cold storage. This ensures secure and efficient data handling while preserving user information. You may reactivate your account and restore access to your data if you renew your plan.

8. International Data Transfers

Data is stored and processed in Canada and the United States. If data transfer outside these jurisdictions is necessary, it will be done in compliance with applicable laws.

9. Updates to this Policy

We may update this Policy to reflect changes in our practices or legal requirements. The "Effective Date" will be updated accordingly. We will notify users of any changes to our privacy and security policies. Users are responsible for notifying us of changes to their own privacy requirements.

10. Contact Us

For any questions or concerns regarding this Policy, please contact us at:

My Fertility Labs, Inc.
PO Box 423 STN Main,
St. Albert, Alberta, T8N 7A2
Email: privacy@myfertilitylabs.com

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