

BLACK AND BROWN SKIN LTD INFO@BLACKANDBROWNSKIN.CO.UK COMPANY  
NUMBER 13109715

## **Privacy Policy & Notice**

Last Updated 8<sup>th</sup> February 2023

### **Hutano Privacy Policy & Notice**

We are committed to protecting the privacy of our users and their personal health information. This Privacy Policy explains how your personal information, sometimes referred to as personal data, is collected, used, and disclosed by Black and Brown Skin LTD. and its subsidiaries (collectively, "Hutano," "Health Programs," "we," "us," or "our") in connection with your use of our websites such as [www.tryhutano.app](http://www.tryhutano.app), mobile applications, and other online services (collectively, our "Services"). This Notice applies to only those websites, services, and applications included within the Services. This Notice does not apply to any third-party websites, services, or applications (including those of our partners or vendors), even if accessible through the Services.

Participation in surveys, studies, or other programs offered to you as part of your participation in the Hutano community, including sponsored programs, run by Hutano may be subject to specific informed consent and/or other disclosures for the relevant research or other program.

We use Your Personal data to provide and improve the Service. When you use the Services, you consent to our collection, use, retention, disclosure, and protection of information about you. Specifically, you agree to us processing your personal data as described in this Privacy Policy & Notice. Furthermore, if you have enabled the use of cookies on your web browser, then you agree to our use of cookies as described in this Privacy Policy & Notice.

IF YOU DO NOT AGREE TO THIS PRIVACY NOTICE, PLEASE DO NOT USE THE SERVICES.

This Privacy Policy & Notice contains no additional terms and conditions, nor express or implied warranties. Please refer to our [Terms of Use](#) page for detailed information on the terms and conditions guiding the use of the Services. This Privacy Policy & Notice informs our users about how their personal data is collected and used, and it also serves as a privacy notice as required by law.

This privacy policy is in accordance with the General Data Protection Regulation (GDPR) and the Health Insurance Portability and Accountability Act (HIPAA) regulations.

### **Interpretation**

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

### **Definitions**

For the purposes of this Privacy Policy:

Account means a unique account created for You to access our Service or parts of our Service.

Affiliate means an entity that controls, is controlled by or is under common control with a party, where "control" means ownership of 50% or more of the shares, equity interest or other

securities entitled to vote for election of directors or other managing authority.

“Company” (referred to as either "the Company", "We", "Us" or "Our" in this Agreement) refers to Black and Brown Skin Ltd, \_\_\_\_\_.

Cookies are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.

Country refers to: United Kingdom

Data Controller, for the purposes of the GDPR (General Data Protection Regulation), refers to the Company as the legal person which alone or jointly with others determines the purposes and means of the processing of Personal Data. For the purpose of the GDPR, the Company is the Data Controller.

**Device** means any device that can access the Service such as a computer, a cellphone or a digital tablet.

**GDPR** means the General Data Protection Regulations, 2016

**HIPAA** means the Health Insurance Portability and Accountability Act, 1996

**Service Provider** means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.

**Third-party Social Media Service** refers to any website or any social network website through which a User can log in or create an account to use the Service.

**Usage Data** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

**Website** refers to Hutano, accessible from [www.tryhutano.com](http://www.tryhutano.com).

“**You**” means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

**Personal Data** is any information that relates to an identified or identifiable individual. For the purposes for GDPR, Personal Data means any information relating to You such as a name, an identification number, location data, online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity.

Under GDPR (General Data Protection Regulation), You can be referred to as the Data Subject or as the User as you are the individual using the Service.

## **General Privacy Statement Who is Your Data Controller**

Company is your Data Controller and responsible for your Personal Data. We are not obliged by the GDPR to appoint a data protection officer and have not voluntarily appointed one at this time. Therefore, any inquiries about your data should either be sent to us by email at [info@blackandbrownskin.co.uk](mailto:info@blackandbrownskin.co.uk). You reserve the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance. You may also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office Wycliffe House

Water Lane Wilmslow Cheshire SK9 5AF

Helpline number: 0303 123 1113 ICO Website: <https://www.ico.org.uk>

## **Information We Collect About You**

We may collect and store information about you in various ways. For example, we may collect information that you provide to us, information that we collect via social networking sites or Third-Party Applications (as described below), information that we automatically collect through your use of the Services, and information from publicly available sources or non-affiliated third parties. If we intend to make material changes to the information we collect, or how we use and handle that information, we will provide you with additional pre-collection notice, which may include references to other privacy policies, notices, disclosures, or statements. Otherwise, this Notice serves as our notice at collection.

## **Information You Provide to Us**

Information about yourself. When you use the Services, you may be invited to provide your information directly to us, which may include personal information. We may collect the following illustrative (but not exhaustive) types of information from you when you use the Services:

Registration information and account set-up, such as your email and password, and including any additional information necessary for multi-factor authentication or other similar technology to secure your Hutano account (though neither your password nor the information used for such security features is visible to anyone at Hutano);

Account or profile information that you submit, such as first and last name, gender, date of birth, address, and certain health information, like height, weight, etc.;

Survey responses and information you submit regarding your eligibility to participate in a study; including, but not limited to: information about your demographics, health (such as conditions, diagnoses, or other similar information, general wellness, etc.), household, employment, education, salary, and health goals;

Documents or other records that you choose to share with us; including, metadata associated with such documents (for example, if you share a photo, depending on your device's settings, location data may be associated with the photo);

Information needed to provide you rewards, such as your PayPal username or address; and

Any other information as may be necessary to operate and secure our Services, and provide them to you.

## **Information about others.**

In the process of using the Services, you may provide us with information about others (such as a family member or dependent, or contact information for referrals). If you choose to share information about others with us, we will use the information you provide about the other person only to facilitate the indicated action or service. You are responsible for securing consent to

provide information about others and hereby full indemnifies Hutano from all claims that may arise in the course of using such information.

#### **Other information collected with your express consent.**

In addition to the information collected pursuant to this Notice, we may collect information about you if we have your express consent to do so or at your direction. For example, if you opt in to participate in a study, survey, or program, we will collect information for that research or program. This would likely include information you submit directly to us, information that you authorize us to pull from your Hutano account, or information we obtain from third parties at your consent or direction. To participate in a study, program, or surveys, you must agree to the terms of any associated informed consent, patient authorization, or an equivalent project-specific disclosure. Please review all informed consent or other associated documents carefully as they will outline the specific information to be collected and how it will be used and/or shared for a given study, project, or program, and any related rights you may have (such as to unenroll or revoke authorization for collecting your information).

#### **Automatically Collected Information**

When you utilize our Services, certain information is automatically collected. For example, we and our third-party service providers may automatically collect your Internet Protocol (IP) address (and associated city and state, province, or country for the IP address), computer operating system, browser type, other system settings, as well as the language your system uses and the country and time zone where your device is located, device identifiers, the website you visited before our Services, the number of clicks, pages viewed and the order of those pages, the amount of time spent on particular pages, the date and time you used the Services and upload or post content, error logs, and other similar information. Even if you do not register with our Services, or submit information directly to us, our Services may nevertheless collect this information automatically. The below sections will provide you additional information about automatically collected information.

#### **Location Information.**

When you use the Services, we and our service providers may automatically collect general location information (for example, IP address, city/state and or zip code associated with an IP address) from your computer or mobile device. If you access the Services through a mobile device, we may also ask your permission to collect specific geolocation information. Such information may include, but not limited to, the type of mobile device You use, Your mobile device unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data. Such information may also be discerned from certain metadata or other permissioned data from Third-Party Applications. If you do not wish to have specific geolocation information collected and used by us and our service providers, you may disable the location sharing features on your device. For more information regarding location services, please contact your device manufacturer or mobile carrier. Turning off location sharing may impact certain features of the Services.

#### **Cookies & Similar Technologies.**

We and our third-party service providers may also collect information about you, your usage of the Services, and your devices through cookies, web beacons, pixels, and similar technologies. For convenience, we will use the term “cookie” to apply to all of these sorts of technologies.

More about “cookies”. A “cookie” is a small data file placed on your device to identify it in the future. “Cookies” can also help us better understand your behavior as a user of our Services, personalize your preferences, perform research and analytics, deliver tailored advertising to

you, and improve the products and services we provide, including the Services and your Hutano account. A "session cookie" disappears after you close your web browser, or may expire after a fixed period of time. A "persistent cookie" remains after you close your web browser and may be accessed every time you use our Services, like if you have settings in place to remember your login credentials or other preferences you may have.

We or our third-party service providers may use certain of these technologies to understand how you interact with our applications or use the Services, what offers you engage with, and other indicators of your engagement with the Services. In some cases, we may also use these technologies in emails to end users like yourself to help us do things like track email response rates, whether our emails are forwarded, and when our emails are viewed. We and our third-party service providers may use both session and persistent cookies on our Services.

We use both Session and Persistent Cookies for the purposes set out below:

#### Necessary / Essential Cookies

Type: Session Cookies

Administered by: Us

Purpose: These Cookies are essential to provide You with services available through the Website and to enable You to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that You have asked for cannot be provided, and We only use these Cookies to provide You with those services.

#### Cookies Policy / Notice Acceptance Cookies

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies identify if users have accepted the use of cookies on the Website.

#### Functionality Cookies

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies allow us to remember choices You make when You use the Website, such as remembering your login details or language preference. The purpose of these Cookies is to provide You with a more personal experience and to avoid You having to re-enter your preferences every time You use the Website.

We may utilize the services of third parties in conjunction with this automatically collected information. These third parties may collect information about you over time such as about your use of our Services, as well as your online activities across other websites or online services. We use this information to provide features of Our Service, to improve and customize Our Service. The information may be uploaded to the Company's servers and/or a Service Provider's server or it may be simply stored on Your device.

You can enable or disable access to this information at any time, through Your Device settings. You should consult your web browser to modify your cookie settings. Please note that if you delete or choose not to accept cookies from us, you may not be able to use certain features of our Services. In addition to cookies, we may also use technologies such as local storage objects to collect information (for example, HTML5). Various browsers may offer their own tools for removing these sorts of technologies. Please consult your browser settings.

Online Analytics. We may use third-party analytics services for our websites, such as those provided by Google Analytics, as well as for mobile application analytics. These service providers use cookies and other technologies described in this Policy to help us analyze how users, like yourself, use our Services. The information collected by these technologies will be disclosed to or collected directly by these service providers. To prevent Google Analytics from

using your information for analytics, you may install the Google Analytics Opt-Out Browser Add-on by clicking [here](#).

We neither have access to, nor does this Policy govern, the use of cookies or other tracking technologies that may be placed on your computer, mobile phone, or other device you use to access the Services by non-affiliated, third-party ad technology, ad servers, ad networks or any other non-affiliated third parties. Those parties that use these technologies may offer you a way to opt out of ad targeting in addition to the methods described below.

### **Information from Other Sources**

We may, at times, and typically at your direction or consent, seek to obtain information about you from other sources, including affiliated and non-affiliated third parties. We may receive or affirmatively gather information about you from such sources. The extent to which we may obtain information from such sources is governed by the terms of your relationship with that source, including any sharing settings or other permissions that you may have in place.

### **How We Use Your Information**

We, and our service providers, use the information collected to provide our Services to you or as otherwise described in this Notice. For example, we may use your information to:

To provide and maintain our Service, including to monitor the usage of our Service.

Operate, manage, maintain, and improve our business, and in particular the Services, including development of new products, features and functionalities, and any required submissions to regulatory authorities or agencies;

Provide, develop, improve, repair, and maintain our products and services, including the Services;

Process and deliver rewards;

Contact you, or otherwise provide you with information about your account; referrals; current and future programs and initiatives offered via the Services; studies, research, or programs in which you are currently participating; or participation in studies, programs or other opportunities for which you may be eligible, based upon information previously collected or from which we may make inferences;

Respond to your feedback, comments, or questions, or to otherwise send you information about our Services;

Ask you to complete surveys, read articles, or engage in other activities as part of the Services or other programs and monitor your completion of, and engagement in those activities;

Combine the information collected, including from Third-Party Applications and services, with other information about you or the Hutano community;

Perform analysis and/or research, including for publication (in a manner that does not identify you personally) pursuant to Institutional Review Board approval, waiver, or exemption, as necessary;

When we have your consent, such as pursuant to your participation in a study, research, or other program, such as a Health Program;

Analyze how you use and interact with our Services, as well as how our Services are used across the Hutano community and our products more generally;

Protect our Services and the information collected against fraudulent, illegal, or otherwise unauthorized activity, including any investigation into and remediation of such activity;

De-identify, tokenize, or aggregate your information (or otherwise render the information so you are not reasonably identifiable), or to create or derive datasets, as part of the Services and for other purposes consistent with why the information was collected and Hutano's mission;

Identify and correct technical errors in our products and services, including the Services;

Personalize, advertise, and market our products and services to you, including the Services;

Conduct or perform research, analytics, and data analysis;  
Conduct and implement risk and security controls and monitoring, and secure the Services;  
Maintain our facilities and infrastructure;  
To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by Us about our Service users is among the assets transferred.  
Detect and prevent fraud;  
Comply with law, legal process, and internal policies;  
Exercise and defend legal claims;  
Otherwise accomplish our business purposes and objectives; and  
For any other purpose described in this Notice or the Terms of Use.

We may combine information that we collect from you through the Services with information that we obtain from affiliated and non-affiliated third parties, and information derived from any other products or services we provide.

We may aggregate, de-identify, and/or tokenize information collected through the Services and use such data for any purpose; including, without limitation, for our own research and commercial purposes, or to prepare analyses or reports for our blog, public presentations, publication, partners or others regarding the use of our Services and/or data about our user population and subsets thereof.

More about Aggregated and De-Identified Information. If information is de-identified or aggregated, it is not considered “personal information” or “personal data” because it is not associated directly with you or any other specific person. Aggregated information is information about a group of people where names and contact information are stripped and the remaining data is combined with that of other individuals. Once combined, the data can be analyzed or evaluated as a whole, such that no specific individual (like yourself) may be reasonably identified.

Similarly, when data is “de-identified” it should not be able to be reasonably associated with a specific individual, such as yourself. There are different ways to define what it means when information has been de-identified. Generally, it means the information has been stripped of any personal identifying data (like your name, contact information, and other identifying characteristics) such that an individual cannot reasonably be identified.

**More About Tokenized Data.** Tokenization of data is a way to render information less identifiable to a specific person. More precisely, it’s a process where any personally identifying or sensitive information in a set of data - such as contact information or other identifiers - has been removed and replaced with a token or unique code. That token or code still retains all of the information necessary to conduct research or analysis (for example), but maintains the confidentiality of the individual because if exposed the token would not be able to be directly associated with or identify you (or any other individual). Tokenized data is also sometimes referred to as “coded” data. Depending on the applicable law, tokenized (or coded) data may meet the standard of “de-identified” data, but that is not always the case.

### **How We Share Your Information**

We undertake to protect the privacy of all personal information received from our customers. In accordance with this commitment, we will not sell, rent, or otherwise disclose your personal information to our customers without your express consent, as detailed below. Specifically, we may disclose your information to:

**Affiliates and Subsidiaries.** We may disclose information we collect within the Black and Brown Skin family (for example, other companies owned by or under common ownership as Hutano, sometimes referred to as corporate affiliates or subsidiaries) to deliver products and services that we think may be of interest to you, to ensure a consistent level of service, and to enhance our products, the Services, and your overall customer experience.

**Service Providers.** We may disclose your information with third parties that are our service providers to help us operate or conduct our business and provide the Services. This includes activities such as communication with our members, email management, data hosting, analytics, payment processing, fraud and safety protection, rewards redemptions, and legal and accounting services.

**Third-Party Applications or Services.** If you access the Services through our partners' or service providers' websites and applications, in order to provide and administer the Services we may be required to share user identification information, such as a login name or email address associated with your account, with such partners or service providers.

**When Required by Law or as Necessary to Protect Our Members and Services.** We may disclose information when we have a good faith belief that doing so is reasonably necessary to protect, enforce, or defend the legal rights, privacy, safety, or property of Hutano (including enforcement of our Terms of Service, this Notice, or any contracts or intellectual property we may have), our employees, officers, directors, contractors, or other personnel, or agents or members, or as necessary to comply with laws, regulations, or legal process. Nothing in this Notice is intended to limit any legal defenses or objections that you may have to a third party's, including a government's, request to disclose your personal information.

**Business Transfers.** We may disclose or transfer your information to a third party if we sell, transfer, divest, or disclose all or a portion of our business or assets to another company in connection with or during negotiation of any merger, financing, acquisition, bankruptcy, dissolution, transaction, or proceeding, or take steps in anticipation of such a transaction. We may also disclose your information to our corporate affiliates and subsidiaries to help operate the Services and other offerings, and our affiliates' services.

**Otherwise with Your Consent or at Your Direction.** We may also disclose information about you with third parties whenever you consent to or direct such sharing. For example, if you participate in a study, research, or other program, we may share your information as described in the informed consent document or other associated disclosures and authorizations, which may include sharing your information with the sponsor or partner (if any).

#### **Do Not Track Signals**

We do not currently employ technologies that recognize "Do Not Track" signals from your browser.

If you are using the Services via a web browser, you may be able to direct whether other websites you visit will collect or track your browsing data. Many internet browsers allow you to adjust your settings to send requests to the websites you visit to not collect or track your browsing data. In most cases, that option is turned off by default and will need to be turned on by you in your settings. Even if that option is turned on, many websites will still collect and use your browsing data to improve security, as well as provide content, services, ads and recommendations on their websites, and generate reporting statistics.

## **Retention of Your Information**

The length of time for which we retain information depends on the purposes for which we collect and use it and/or as required to comply with our legal obligations, resolve disputes, enforce our legal agreements, policies or rights, and fulfill other legitimate and lawful business purposes. In general, we will retain the information in your Hutano account and other information you may provide to us for so long as you have your account so that we can provide the Services and to meet any legal or regulatory requirements. Because there are numerous types of Personal Information we may collect in each category and reasons for the collection and processing of that information, actual retention periods may vary.

We may also retain specific limited information related to your account and any data deletion or other access request you may submit as necessary to document our fulfillment of your requests. In other words, if you ask us to delete your Personal Information, we may retain certain information so that we can document we completed your request and defend against any complaint related to our response to your request. Information retained for these purposes would likely include, but not limited to, your email address, IP address (if collected), account request or device identifier, communications related to inquiries, questions, or complaints, and legal agreements. We will retain this information for a limited period of time as required by policy, law, contractual obligations, and/or as necessary for the establishment, exercise or defense of legal claims and for audit and compliance purposes, and will not use that information for any other purposes.

In some cases, we may need to retain your personal information to meet the specific legal, regulatory, or contractual requirements that apply to certain of our studies, research, or programs. If you participate in a study, you should refer to the informed consent document or other associated documents and disclosures for that study to learn more about the applicable retention period.

If you wish to cancel your account, you may do so from your account settings. Alternatively, you may request that we no longer use your information to provide you our services then please contact us at: [Info@blackandbrownskin.co.uk](mailto:Info@blackandbrownskin.co.uk).

## **Your Choices**

**Manage Your Account Information.** You may modify your account information by accessing the Settings area of your Hutano account.

**Email.** You may opt out of receiving certain communications from us. To opt out of any communications, follow the instructions in that communication (like using the “unsubscribe” link in the footer of an email) or visit the Settings tab of your account.

## **How We Protect Your Information**

The health information collected through the surveys is considered sensitive personal data and is treated with the highest level of privacy and security. We do not sell, rent, or share personal information with third parties for their own marketing purposes. We only share personal information with third parties as necessary for the operation of our platform and for the purpose of providing users with the best possible experience. For example, we may share personal information with service providers to assist with data storage, technical support, and security. We use technical, physical, and administrative safeguards to protect the confidentiality, integrity, and availability of your information. In other words, we use different types of controls and procedures to protect your personal information from misuse and unauthorized access or disclosure. We employ a range of measures that are commensurate with the dynamic cyber-threat landscape to secure your information, but we also recognize that electronic

communications, and the processing and storage of data, can be inherently insecure and may contain unknown weaknesses. Consequently, while we cannot guarantee absolute security in such a dynamic threat landscape, we are strongly committed to continuously keeping your data as secure as possible. Please keep this in mind when disclosing any information to us via the Internet or other electronic means, including through the Services.

### **How You Can Help Protect Your Information.**

Please also recognize that protecting your personal information is also your responsibility. Be mindful of keeping your password and other authentication or verification information safe from third parties. Immediately notify Hutano of any unauthorized use of your login credentials or email or if you observe any suspicious activity associated with your Hutano account or the Services. Your password is not visible to anyone at Hutano, and we encourage you not to share your password with Hutano or any third parties. Hutano cannot secure personal information that you release on your own or that you request us to release or disclose.

**Reporting Potential Security Vulnerabilities.** If you want to report a potential cyber security vulnerability, please contact us at [info@blackandbrownskin.co.uk](mailto:info@blackandbrownskin.co.uk)

### **Legal Basis**

We may possess the following legal basis for processing Your personal data where:

- a. the data subject has given consent to the processing of his or her personal data for one or more specific purposes;
- b. processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;
- c. processing is necessary for compliance with a legal obligation to which the controller is subject;
- d. processing is necessary in order to protect the vital interests of the Data Subject or of another natural person;
- e. processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller; or,
- f. processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the Data Subject which require protection of personal data, in particular where the Data Subject is a child.

### **Data Subject Rights**

Under the GDPR and several other data protection regulations Data Subjects are afforded with certain rights. These rights are summarised below. Please reach out to us via [Info@blackandbrownskin.co.uk](mailto:Info@blackandbrownskin.co.uk) in order to assert any of these rights.

**Right to Confirmation:** Each Data Subject has the right to obtain from Hutano (acting as controller) confirmation as to whether or not his or her personal data is being processed. This includes the right to confirm whether his or her personal data is transferred to a third country or to an international organisation as well as the appropriate safeguards relating to the transfer.

**Right to Access:** Each Data Subject has right to obtain from Hutano (acting as controller), free information about his or her personal data stored at any time and a copy of this information, however, Hutano reserves the right to charge a 'reasonable fee' when a request is manifestly unfounded or excessive, particularly if it is repetitive.

**Right to Rectification:** Each Data Subject has the right to rectify inaccurate personal data concerning him or her that is being processed by Hutano (acting as controller) without undue

delay. Furthermore, the data subject has the right to complete any incomplete personal data and to provide supplementary statements to rectify that personal data.

**Right to Erasure:** Each Data Subject has right to erase any personal data concerning him or her which is being processed by Hutano (acting as controller) without undue delay. Hutano may refuse to grant you this right if a statutory exemption applies.

**Right of Restriction of Processing:** Each Data Subject has the right to restrict the processing of personal data from Hutano (acting as controller) where a statutory ground applies.

**Right to Data Portability:** Each Data Subject has the right to receive the personal data concerning him or her, which was provided to Hutano (acting as controller), in a commonly used machine-readable format.

**Right to Object:** Each Data Subject has the right to object to Hutano (acting as controller) to the processing of his or her personal data if a statutory basis exists.

**Right not to be subject to automated individual decision-making, including profiling:** Each Data Subject has the right not to be subject to a decision based solely on automated processing, including profiling.

**Right to Withdraw Consent:** Where consent forms the basis for processing by Hutano (acting as controller), the Data Subject has the right to withdraw his or her consent to the processing of his or her personal data at any time. Data Subjects can contact Hutano directly to withdraw consent at any time.

**Right to Complain to the Supervisory Authority (Information Commissioner's Office (ICO)):** Details of the ICO are provided at the top of this Privacy Policy & Notice.

### **Links to Other Sites**

Our Services may contain links to other websites and services, including certain Third-Party Applications. Any information that you provide on or to a third-party website or service is provided directly to the owner of the website or service and is subject to that party's privacy policy. Our Notice does not apply to such websites or services and we are not responsible for the content nor privacy or security practices and policies of those websites or services. To protect your information, we recommend that you carefully review the privacy policies of other websites and services that you access, even if you do so via the Services.

### **Children's Privacy**

Our Services are not intended for children under the age of 18. If we become aware that we have collected "personal information" from children under the age of 13 without valid parental consent, we will take reasonable steps to delete that information as soon as possible and remove the underage users' access to our application(s). We will also not sell or otherwise knowingly process the information.

### **Additional Information for Participants in Health Programs**

As part of the Services, and as an optional part of your use of the Hutano application and engagement in the Hutano community, we may also offer certain types of programs and initiatives in which you may choose to participate. For convenience, we will generally refer to these opportunities as Health Programs. In Health Programs, we focus on specific conditions, diseases, and illnesses, in many cases those that are chronic or communicable, or may present acute public health interest. The intent of these programs is both to gather important information that can contribute to research into these diseases and conditions, but also to help empower you to improve your health as well as the health of those in the broader Hutano community. Often these Health Programs involve third-party partner(s) or sponsor(s). If you choose to participate in one of our Health Programs, in addition to the information collection, use, sharing, and other privacy practices described in the General Privacy Statement (as apply to the Services, such as the Hutano application and community), and any specific privacy rights that may apply to you as described in the Supplemental Notice below, the following will also apply:

### **Additional Personal Information We May Collect as Part of a Health Program**

If you choose to participate in a Health Program, in addition to the personal information we may collect and process as part of the Services, you may be asked to provide us with the following illustrative (but not exhaustive) types of information:

#### **Health and Treatment Information:**

Diagnosis information specific to the specific condition(s), disease(s), or illness(es) of the relevant Health Program;

Information related to prescription medications or other treatments that you are taking or may have been prescribed (including how frequently and regularly you take that medication, awareness of and access to alternative medications or other treatments, and other similar information);

Appointments you have with various medical providers (including general information about type(s) of providers, frequency, etc.);

Clinical events that you experience (for example, if you have to go to the emergency room or an urgent care clinic, have recurring or ad hoc provider visits, etc.); and

Vaccination status and information related to that status (including why you received or chose to forego vaccination);

#### **Wellness and Wellbeing Information:**

Information you provide us related to your mood, symptoms, activities;

Your knowledge and understanding of condition(s), disease(s), or illness(es), including any preventative measures and/or treatments, and other questions or topic areas that may help provide insight into your experience regarding your condition(s), disease(s), or illness(es); and

Information about your activity (like your steps, sleep, etc.), as may be collected from your wearable device and applications (if connected) or self reported;

#### **Medical Record and Claims Information:**

With your specific authorization, your medical records (in which case we may ask for you to connect your Hutano account with your electronic medical record application or account); or

With your specific authorization, information from your medical record or claims history that may be provided to us by a third party;

Biometric Information: such as your height, weight, blood pressure, heart rate, pulse, and other similar information;

Profile Information: such as demographic information, education information, professional, or economic information, etc. from your Hutano account profile, which we may want to combine with any personal information or other data we have collected specific to the Health Program; and Other similar information, as may be requested by us that is specific to the relevant Health Program.

### **Additional Ways We May Use Your Personal Information as Part of a Health Program**

If you choose to participate in a Health Program, in addition to ways we may use your personal information as described above, we may use your information in the following ways:

Perform research, including for publication or submission to regulatory authorities or agencies (provided such publication or submission does not identify you personally) and potentially pursuant to Institutional Review Board approval, waiver, or exemption, as necessary;

Send you reminders and other outreach or encouragement to help you to manage your condition(s), disease(s), or illness(es) or events that are occurring to you, provide you with information, or otherwise gather additional relevant information;

Respond to your feedback, comments, or questions, or to otherwise send you information about the Health Program;

Review our communications with you and your responses so we can find the most effective

way to communicate with you and others about health-related topics and in particular topics relevant to the specific Health Program;

Review your activities and responses to see if they provide us with insight on the types of programs or information that might be helpful to you, other Health Program participants, and/or the Hutano community to help manage their own condition(s), disease(s), or illness(es), and health and wellness more generally;

Operate, improve, and evaluate the usefulness of the Health Program(s), and any potential future programs; and

Other similar purposes consistent with the purpose of the collection as part of the Health Program and Hutano's mission.

### **Additional Ways We May Share Your Personal Information as Part of a Health Program**

If you choose to participate in a Health Program, in addition to the ways and purposes we may share your personal information as described above, we may share your information with our Health Program partners and/or sponsors (if any), who are interested in developing strategies for managing or coping with specific condition(s), disease(s), or illness(es); provided that unless otherwise stated in the relevant Health Program supporting documentation, such information will be aggregated, de-identified, or tokenized.

### **When we are working with a partner or sponsor, please be advised:**

Those partners could include pharmaceutical, medical device, or in vitro diagnostic, or other biomedical or life science companies, health plan or health care providers, or other organizations interested in promoting healthy lifestyles, wellness, or managing or coping with specific condition(s), disease(s), or illness(es). We may be compensated for providing the aggregated,

de-identified, and/or tokenized data, but we will never sell or disclose your personally identifiable information without your specific and direct consent with any partners or sponsors, unless required to do so by law or regulation or for your health or safety; for instance, for adverse event reporting.

### **Collection, Processing, Disclosure & Transfer of Personal Information**

**Collection.** As described in the "Information We Collect" section of our General Privacy Statement, to provide you with the Services, you may either directly or indirectly provide certain information to us. We typically collect information submitted directly by you; for example, through emails and webforms, added to your Hutano account or profile, via survey responses, and from any Third-Party Applications, services, or devices connected with your Hutano account.

**Sources.** Most of the information we collect as part of the Services comes directly from you, your use of the Hutano application and participation as a member of the Hutano community, as well as any of your devices or other Third-Party Applications or services you may connect with your Hutano account. We may also collect some information about you automatically, such as through analytics and cookies as described in the General Privacy Statement. In some cases, we may also collect information about you from Third Parties and Vendors when they share information with us, which would usually be at your direction or by your own disclosure. If you are participating in a Health Program, study, or other research, and we are collecting data about you from other sources, we will be sure to specify that in any supporting documentation, such as the applicable informed consent, disclosure, or authorization.

**Business Purpose for Collection and Processing of Your Information.** We collect information from you in order to provide, operate, and improve the Services and conduct our business, including your Hutano account and the Hutano community. The information we collect allows

us to build your Hutano profile, tailor which programs or opportunities we offer to you, and enables us to empower you to participate in better health outcomes so that we can further our mission to create new ways to measure and improve health in everyday life.

**Disclosure.** We may disclose your Personal Information to our affiliates and Vendors in order to provide the Services, including for the purposes described below, and as stated in our General Privacy Statement. Our Vendors provide us with services for our applications and websites and to help us provide the Services to you. These services may include activities such as web hosting, data analysis, customer service, infrastructure provision and security, technology services, email or communication delivery services, and other similar services.

**Disclosure in Health Programs, Studies, and Other Research.** If you are participating in a study, Health Program, or other research that involves a third-party sponsor or partner, we may also share certain information with those parties. Unless specifically stated in the associated informed consent or other similar document, or if required to meet legal or regulatory requirements like to report adverse events, if we share any information with a sponsor or partner, we will do so only in a de-identified, aggregated, or tokenized form.

**Use and Disclosure of Sensitive Personal Information.** In certain limited circumstances, we may need to disclose your Sensitive Personal Information to certain of our Vendors performing services on our behalf. If we do so, the Vendors that receive your Sensitive Personal Information will be required to use the information only as necessary to perform those services, which may include maintaining or servicing accounts, providing customer service, securing our Services (including our websites and applications, and your information), processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on our behalf.

### **Security of Your Personal Data**

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

### **Categories of Personal Information We Collect**

**Geolocation** - This may include your IP address (including city, state, province or country), device location, or other locations based on systems you use (or zip code you may provide to use) **Identifiers and Contact information** - This may include real name, alias, postal address, unique personal identifier, online identifier, internet protocol (IP) address, email address (personal or professional), account name or other similar identifiers

**Protected Classifications** - This may include age, marital status, citizenship status, race/national identity, veteran status, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions)

**Sensitive Personal Information** - This may include information that reveals your racial or ethnic origin, religious or philosophical beliefs or union membership; precise geolocation; contents of your email, information about your health; and information about your sex life or sexual orientation.

Although we do not intend as part of your use of our Services to collect any categories of information other than those listed above, we may also collect, process, and if necessary share with our Vendors any information that you provide us directly as part of your request or contact.

For instance, if you upload a document as part of a support request or provide us with additional Personal Information beyond what we have specifically requested to collect.

**Non-Discrimination.** We will not discriminate against you for exercising your data subject rights. For example, we will not deny goods or services to you, or charge you different prices or rates, or provide a different level of quality for products or services as a result of you exercising your data subject rights.

**Transfer.** Your information, including Personal Data, is processed at the Company's operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to, and maintained on computers located outside of Your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from Your jurisdiction. Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer. The Company will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy and no transfer of Your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of Your data and other personal information.

The personal data for which we are data processors may be processed and transferred to outside of the UK or EEA. You may object to the sub-processing at any time by contacting support at [Info@blackandbrownskin.co.uk](mailto:Info@blackandbrownskin.co.uk) or your account manager (where one has been assigned to you). This objection however, may only be resolved by terminating your account. The personal data for which are data controllers or data processors may be stored, transferred and processed outside of the UK, or EEA. We will make such transfers in compliance with Chapter 5 of the GDPR.

### **Delete Your Personal Data**

You have the right to delete or request that We assist in deleting the Personal Data that We have collected about You. Our Service may give You the ability to delete certain information about You from within the Service. You may update, amend, or delete Your information at any time by signing in to Your Account, if you have one, and visiting the account settings section that allows you to manage Your personal information. You may also contact Us to request access to, correct, or delete any personal information that You have provided to Us. Please note, however, that We may need to retain certain information when we have a legal obligation or lawful basis to do so.

### **Transfer of Rights**

You may not transfer any of your rights under this Privacy Policy & Notice to any other person. We may transfer our rights under this privacy notice where we reasonably believe your rights will not be affected.

### **Invalid provisions**

If any court or competent authority finds that any provision of this Privacy Policy & Notice (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this Privacy Policy & Notice will not be affected.

### **Contact Us**

For any questions, complaints, or inquiries regarding this Notice, or our privacy practices, please direct your inquiry to: Hutano [info@blackandbrownskin.co.uk](mailto:info@blackandbrownskin.co.uk)

**Changes to this Notice**

We may update this Notice from time to time to reflect changes or updates to our technology, data practices, and other factors, including changes in law. Changes to this Notice will become effective when published in the revised Notice, unless otherwise noted. Please check the “Last Updated” date at the top of this page to see when this Notice was last revised. Your continued use of the Services following the effective date of these changes indicates your consent to the practices described in the updated Privacy Notice.