

DS smart™ Technology Privacy Policy

Last Updated: 10.25.2018

1. INTRODUCTION

Purpose. As a user of the DS smart Technology (“you”), your privacy is important to us. The purpose of this Privacy Policy is to describe how Direct Supply Manufacturing, Inc. (“DSMI”) collects, uses and shares information obtained in connection with your use of the DS smart™ Platform and the DS smart™ Application (collectively, the “DS smart™ Technology”). Please read this notice carefully to understand what we do. If you do not understand any aspects of our Privacy Policy, please feel free to [Contact Us](#) as described at the end of this Policy.

Our Privacy Policy explains:

[Information We Collect and Why We Collect It](#)
[How We Use and Share Information](#)
[Access to Information and Choices](#)
[Security of Information](#)
[Changes to Our Privacy Policy](#)
[Questions and How Contact Us](#)

Scope; Third Party Sites. This Privacy Policy applies only to information we collect through the DS smart™ Technology. Our website and other affiliated sites and applications may be governed by their own separate privacy policies. The DS smart™ Technology also integrates to an electronic medical records system (the “EHR System”) which is not owned or controlled by DSMI. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage you to read the privacy statements of each and every website and device that collect personal information.

Terms of Use. Please note that your use of the DS smart™ Technology is also subject to our [Terms of Use](#).

2. INFORMATION WE COLLECT AND WHY WE COLLECT IT

Information You Provide To Us. We may collect certain information when you provide it to us, such as your EHR System user ID, your EHR System username used when you register for an account and your name and other information you provide when you electronically communicate with us (“your information”). We will use your information to send information you collect through the DS smart™ Technology to your EHR System and respond to your inquiries and supply you with requested information.

We will also collect information from your EHR System and the clinical devices that connect to the DS smart™ Technology (“Resident Information”). For instance, Resident Information we may collect includes vital readings from clinical devices that you connect to the DS smart™ Technology and patient IDs, patient names, patient photos, dates of birth and medical records numbers associated with a patient. Resident Information will be treated, shared, and processed in accordance with the terms of the Business Associate Agreement between us and the company that obtained the DS smart™ Platform.

We will not sell your information or Resident Information in a form that identifies you or any resident to any third party. We will share identifiable Resident Information solely with the applicable EHR System on which it will be stored and with trusted partners who perform work on our behalf for purposes of maintaining the DS smart™ Technology.

Information We Collect Automatically. We may collect certain information automatically as you use the DS smart™ Technology, such as general non-personal information used to help improve the DS smart™ Technology. This may include items such as usage information and device information.

Information Collected Through Cookies and Similar Technologies. We and our service providers may also use cookies, web beacons, and other technologies to receive and store certain types of information whenever you interact with the DS smart™ Technology. A cookie is a small file containing a string of characters that is sent to your device when you use the DS smart™ Technology. Cookies may store unique identifiers, user preferences and other information. You can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some features or services may not function properly without cookies. We may use cookies to improve the quality of our service, including for storing user preferences, tracking user trends, and providing relevant information to you.

No Information From Children Under Age 13. If you are under the age of 13, please do not provide any personal information about yourself to us.

3. HOW WE USE AND SHARE INFORMATION

To Provide Services and Information. As described above, we collect your information so that we can communicate with you and provide and deliver the information and services you have requested. We may provide information to third party service providers that help us provide the services that you request from us.

We may use third parties to help host the DS smart™ Technology and data that is processed through it and to provide services for us. These service providers will have access to your information and Resident Information in order to provide these services, but when this occurs we implement reasonable contractual and technical protections to limit their use of that information to helping us provide the service.

We will not share any Resident Information we obtain except as allowed under our applicable Business Associate Agreement and with your EHR System. Note that aggregated and/or de-identified information may be shared with Direct Supply, Inc. and other parties in accordance with applicable laws and contracts.

Except as set forth in this Privacy Policy, we do not share, rent, license, or sell your personal information or Resident information to third parties.

Third Party Apps and Sites. The DS smart™ Technology will connect with a EHR System. BY CONNECTING A DS SMART™ TECHNOLOGY ACCOUNT TO YOUR ELECTRONIC MEDICAL RECORD ACCOUNT, YOU ACKNOWLEDGE AND AGREE THAT YOU ARE CONSENTING TO THE CONTINUOUS RELEASE OF INFORMATION ABOUT YOU AND THE PATIENTS YOU SERVE TO OTHERS (IN ACCORDANCE WITH YOUR PRIVACY SETTINGS ON THOSE THIRD PARTY SITES). We may help you disconnect your account from third-party websites if you [Contact Us](#).

Your Consent. In addition to the sharing described elsewhere in this Policy, we will share personal information with companies, organizations or individuals outside of DSMI when we have your consent to do so.

Legal Proceedings. We will share personal information with third party companies, organizations or individuals outside of DSMI if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to: (a) meet any applicable law, regulation, subpoena, legal process or governmental request; (b) enforce applicable Terms, including investigation of potential violations; (c) detect, prevent, or otherwise address fraud, security or technical issues; or (d) protect against harm to the rights, property or safety of DSMI, our users, clients, or the public as required or permitted by law. Protected health information will only be shared in accordance with applicable Business Associate Agreements.

4. ACCESS TO INFORMATION AND CHOICES

You can access and update certain information we have relating to your account by contacting us.

5. SECURITY OF INFORMATION

We use industry standard physical, technical and administrative security measures and safeguards to protect the confidentiality and security of your personal information. However, since the Internet is not a 100% secure environment, we cannot guarantee, ensure, or warrant the security of any information you transmit to us. There is no guarantee that information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. It is your responsibility to protect the security of your login information.

6. CHANGES TO OUR PRIVACY POLICY

Our Privacy Policy may change from time to time. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of privacy policy changes).

7. QUESTIONS AND HOW CONTACT US

You may contact DSMI regarding these term or with respect to any other comments or questions at:

Direct Supply Manufacturing Inc.

c/o Legal

6635 N. Industrial Road

Milwaukee, WI 53223