

# Privacy Notice

## Purpose

The purpose of the SDS Privacy Notice is to notify users of the practices regarding the collection, use, sharing, choices, security, and correction options around information collected or maintained about them.

## Audience

The SDS Privacy Notice applies to users who have information collected via interactive web portal usage, automated web API usage, and file trading.

## Policy

### Notice

- We only collect information that you voluntarily share via this website, email, or other direct contact.
- We will not sell or rent this information to anyone.

### Purpose

- We will use your information to respond to you based on the reason you contacted us.
- We only share your information with authorized business partners as it relates to processes related to your request.
- We may contact you for company-related messaging; you have the ability to request not to receive these communications.

### Consent

- We will not voluntarily share your information with a third party without prior authorization, except:
  - With an affiliate or agent of SDS,
  - With written authorization,
  - To enforce our privacy notice, to comply with law, regulation, or other legal processes or to protect the rights, property or safety of us or others,
  - With a regulator or law enforcement agency or personnel,
  - In emergency situations,
  - To protect against misuse or unauthorized use of SDS information systems,
  - To detect or prevent criminal activity or fraud, or
  - In the event that we or substantially all of our assets are acquired by one or more third parties as a result of an acquisition, merger, sale, reorganization, consolidation, or liquidation, in which case information may be one of the transferred assets.

## Ownership and Rights

Protected information belongs to the customer or business partner from which it originated. SDS makes no claim of ownership once the data has been imported into our systems.



You have the following rights and expectations with regard to protected information that SDS holds:

- At any time, upon authorized request, SDS will purge all or part of any protected information from all of its systems.
- At any time, upon authorized request, SDS will export all or part of any protected information from its systems for transmission back to its owner.
- At any time, upon authorized request, you may alter or amend how SDS is authorized to use and process your information.

## Security

- We take precautions to protect your information both online and offline.
- SDS has implemented physical, administrative, and technical safeguards and operational procedures to protect information we collect and/or maintain.
- Transactions over the internet involving information are encrypted.
- We restrict access to your information in our database to authorized users.

## Access

- You may opt out of communication with us at any time.
- You can contact us via e-mail or phone to:
  - Find out what data we maintain about you, if any.
  - Change/correct any data we have about you.
  - Have us delete any data we have about you.
- Your access to SDS systems is subject to monitoring by SDS. If at any time you fail to comply with all terms and conditions applicable to that system, your access will be revoked.

## Accountability

- SDS has appointed a Privacy Officer and Security Officer who are responsible for the protection of information.
- SDS is committed to resolving any complaints about your privacy and our collection or use of your personal information. If you have any questions or complaints regarding this notice, please contact us via email or phone.

## HIPAA

- Some personal health information we collect may be protected health information ("PHI") within the meaning of the Health Insurance Portability and Accountability Act of 1996 ("HIPAA"). To the extent applicable, SDS agrees to comply with HIPAA and the rules issued pursuant to HIPAA.

## Cookies

We collect information about you and your use of SDS web applications through the use of cookies. Cookies are small files that a website can store on your computer's hard drive for record-keeping or other administrative purposes. SDS uses cookies solely to maintain user sessions on its web applications. Disabling cookies in a browser will render SDS web applications non-accessible to that browser.



## Links

- This Website includes links to other websites. This Privacy Notice does not apply to these links.
- We do not endorse and are not responsible for the operation or content of these websites. Please consult the privacy notice for each website you visit.

## Updates

- We may modify, alter, or update our privacy notice at any time, so we encourage you to review our privacy notice frequently.
- We will not provide individual notice to you of changes to our privacy notice, but when we make updates to our privacy notice, we will update the date in this section.
- If you feel that we are not abiding by this privacy notice, you should contact us immediately at phone or e-mail.

## Disclosure

The following information is collected by SDS:

- Personal Healthcare Information
  - Entire health care claims
  - Other medical records
  - Health insurance eligibility demographic and benefit data
  - Health care payment data
- Proprietary business logic and/or data tables
- Business correspondence
- IP address and browser user agent information

## Contact Information

Smart Data Solutions  
2900 Lone Oak Parkway, Suite 130  
Eagan, MN 55121

### **SDS Compliance**

[sdscompliance@sdata.us](mailto:sdscompliance@sdata.us)

### **Privacy Officer**

Stephanie Edwards  
[stephanie.edwards@sdata.us](mailto:stephanie.edwards@sdata.us) | 651.273.9497

### **Security Officer**

Patrick Bores  
[pbores@sdata.us](mailto:pbores@sdata.us) | 651.894.6410

Our Privacy Notice was last updated on 4/3/2025.



## Exceptions

Exceptions from certain notice provisions may be sought following the SDS Exception Process.

## Enforcement

Personnel found to have violated this notice may be subject to disciplinary action, up to and including termination of employment, and related civil or criminal penalties.

Any vendor, consultant, or contractor found to have violated this notice may be subject to sanctions up to and including removal of access rights, termination of contract(s), and related civil or criminal penalties.