

# RxART, Inc. Privacy Policy

Last Updated: July 2024

Effective Date: July 2024

RxART, Inc. and its affiliates (collectively, “RxART”, “we” or “us”) respects your concerns about privacy. This Events Privacy Policy (“Events Privacy Policy”) applies to information that may be used, directly or indirectly, to identify you (“Personal Information”) that we collect before, during, and after an RxART event such as a gallery tour, a party hosted by RxART, or a fundraiser (an “Event”). This Events Privacy Policy describes the types of Personal Information we obtain, how we use the Personal Information, and to whom we may disclose it. We also describe the rights you may have and how you can contact us about our privacy practices. To the extent that the Event registration process requires you to interact with any RxART website, the RxART Privacy Policy found at <https://www.rxart.org/privacy-policy> shall be incorporated by reference herein.

RxART is the data controller in respect of Personal Information that we collect through the Event registration process. Our contact details can be found below.

You may access specific topics in this Events Privacy Policy by clicking on the relevant links below:

[Collection of Personal Information](#)

[Use of Your Personal Information](#)

[Disclosures & Onward Transfers](#)

[Security & Retention](#)

[Children](#)

[Updates to Our Notice](#)

[How to Contact Us](#)

## **1. Collection of Personal Information**

We collect Personal Information about you that you choose to provide to us. The Personal Information collected includes, but is not limited to:

- **Contact Information/Identifiers**, such as your name, email address, postal address, phone number, business contact information, or other identification details;
- **Professional Information**, such as your job title, company, or location;
- **Commercial Information**, including order history, billing address, shipping address, and product/service preferences;
- **Geolocation Data**, including information that permits us to determine your location, such as if you manually provide location information or enable your mobile device to send us location information; and

- **Audio, electronic, visual, or similar information**, such as photographs, quotes, or voice recordings.

Generally, the Personal Information that you provide to us will be apparent based on the context in which you provide it. For instance, when you fill out a form when signing up for the Event, you will generally provide your name, contact details and any other information requested by the form. Each form or survey may vary in terms of the information required and collected.

Please note that we may be required by law to collect and use certain Personal Information about you, including to enter into or fulfill a contractual obligation with you. Failure to provide this information may prevent or delay the fulfillment of our obligations in these circumstances.

## **2. Use of Your Personal Information**

We primarily use your Personal Information to provide you with access to Events and to respond to your inquiries. We also may use your Personal Information as follows:

- To communicate with you, including to respond to your comments or request for information, to request feedback on our Events, to notify you about upcoming Events, and to provide you with information about the Event;
- To administer your participation in the Event or to provide you with access to our products and services;
- To provide materials associated with the Event, for example a pre-event registration pack or post-event certificate;
- To operate, evaluate, and improve the Event or our business;
- To advertise and market our products and services;
- To determine the effectiveness of our advertising and marketing;
- To comply with legal and/or regulatory requirements and cooperate with regulators or law enforcement bodies;
- To protect our rights, your rights, and the rights of others;
- To analyze our products, services, and websites; and
- To administer the Event and related aspects.

## **3. Disclosures & Onward Transfers**

We do not sell or otherwise disclose Personal Information that you provide to us or that we collect, except as described here. We may disclose Personal Information that you provide to us or that we collect about you with:

- **Subsidiaries and RxART Affiliates:** We disclose Personal Information to subsidiaries and the RxART Affiliates for the purposes of providing the services you have requested and to fulfill our contractual obligations to you, and to fulfill legal and regulatory obligations. We may also disclose Personal Information to subsidiaries and affiliates for their marketing use and so that they may develop and improve products and services, and, subject to applicable law, send you promotional and informational communications.
- **Third Party Service Providers:** To enable us to more efficiently provide the products and services you have requested from us, we may disclose your Personal Information to selected entities that act on our behalf as our agents, suppliers, or providers, or these entities may collect your Personal Information on our behalf. This may include payment service providers, analytics providers, hosting providers and advisers.

- **Event Sponsors and Exhibitors:** During the registration process, we may disclose your Personal Information to Event sponsors and exhibitors to allow them to contact you about their products and services, if permitted by applicable law.
- **Event Attendance:** To the extent that you do not opt-out of the disclosure of your contact information in the attendee list, your contact information or Personal Information may be disclosed to RxART's employees, Board of Directors, subsidiaries and affiliates, sponsors, or third-party vendors.
- **Your Employer:** We may disclose your Personal Information to your employer upon request to validate attendance.
- **Legal Compliance and Protection of Our Rights:** We may disclose your Personal Information to law enforcement, governmental authorities and third parties where we believe it is necessary to comply with a court order, subpoena, or regulatory request.
- **Transfer of Business Assets:** As we continue to develop our business, we might acquire or buy other businesses or assets. In such transactions, we may disclose your Personal Information to the acquired entity.
- **Disclosures Made with Consent:** We may disclose your Personal Information to other third parties upon your consent.
- **Additional Disclosures:** We may disclose your Personal Information to our attorneys, banks, auditors, and other professional service providers and advisors in connection with the purposes described above.

#### **4. Security & Retention**

We have put in place certain safeguards to help prevent unauthorized access and maintain data security with respect to your Personal Information. Despite these protections, we cannot guarantee that your data will be 100% secure. You should take measures to protect your Personal Information. In case there is unauthorized access to or use of your Personal Information, we may notify you of such access or use, including by electronic means if permitted by law.

The time period for which we keep Personal Information depends on the purpose for which we collected it. In all cases, we keep it for as long as necessary to fulfill the purposes for which we collected it. We will then delete the Personal Information, unless we are required to retain it in order to comply with our legal obligations (for example, for tax and accounting purposes).

#### **5. Children**

We do not knowingly collect or process the Personal Information of minors (persons under the age of 18) without first obtaining consent from a parent or legal guardian. Consent may be obtained by and through third parties on our behalf, including from hospitals. If parents or guardians believe their minor children have provided Personal Information to us without their consent, please contact us using the information provided in the "How to Contact Us" section of this Events Privacy Policy so that we may delete the information.

#### **6. Updates to Our Notice**

This Events Privacy Policy is current as of the effective date set forth above. We reserve the right to change this Events Privacy Policy from time to time. Changes and modifications to this Events Privacy Policy will be effective immediately upon posting of the changes and modifications on the website, except where prohibited by law. You should therefore periodically visit this page to review the current Events Privacy Policy. If we change this Events Privacy Policy, we will notify

you of the changes by updating the effective date at the top of this Events Privacy Policy and, if required by applicable laws, by other means, such as email or notice using the contact information you provide to us. If at any time you choose not to accept the terms of this Events Privacy Policy, you should not attend Events.

### **7. How to Contact Us**

We take your privacy concerns seriously. If you have any questions about this Events Privacy Policy or if you believe that we have not complied with this Events Privacy Policy with respect to your Personal Information, you may contact us using the following methods:

By Email:      [contact@rxart.org](mailto:contact@rxart.org)

or:                      RxART, Inc.  
                             208 Forsyth Street  
                             New York, NY 10002  
                             Attn: Diane Brown

By Phone:      (212) 260-8797