

## PRIVACY POLICY

Connexient, Inc. (an Everbridge company) provides the Everbridge MediNav™ wayfinding solution to hospitals/healthcare facilities/healthcare providers to assist patients, visitors and staff with driving directions, parking assistance and locating the quickest path to an appointment, office or building location.

This is Connexient's ("we" or "us") Privacy Notice. It describes the types of personal information that we access or collect, how we use that information, third parties with whom we may share the information and your choices in modifying or removing the information. Connexient will adhere to the policies and practices described in this Privacy Notice, as well as any applicable customer agreement as it pertains to personal information.

This Privacy Notice applies to Everbridge's MediNav mobile applications, online solution, kiosk services and our website at: <https://www.connexient.com/> ("Website").

Please note: We provide our services to hospitals/healthcare facilities/healthcare providers (our "customers"). Neither Everbridge nor Connexient have a direct relationship with you, even if you download our mobile application or use our online solution. We encourage you to check your hospital/healthcare facility/healthcare provider's privacy notice because their privacy practices might apply to your use of our services.

### HOW DOES CONNEXIENT ACCESS PERSONAL INFORMATION?

Everbridge and Connexient may potentially access, collect and store personal information in the following situations:

- + Connexient may access, collect and store personal information if you download and use Everbridge's MediNav mobile application so that you may connect and communicate with our customers. See Table A below for more detail.
- + Everbridge and Connexient may access, collect and store personal information if you visit our Website. See Table B below for more detail.

### Connexient MediNav Mobile Application.

There are two (2) ways that our customers use our mobile application.

1. **MediNav White Label Application:** Some of our customers ask us to "White Label" our mobile application so that it reflects the customer's name. You can download the White Label version of our mobile application at Apple and Google online stores. We collect the analytics information in Table A below, which we use to improve the functionality and performance of the mobile application and our services. This personal information is anonymized and aggregated with other information so that neither you nor your device can be identified. We store this data in a secure server and maintain it in accordance with our customer agreements. Neither Everbridge nor Connexient otherwise access,

collect or store other personal information when you download a White Label mobile application. You do not need to register or sign in to access the application.

2. **MediNav SDK Application:** Some of our customers use a software development kit (“SDK”) to integrate our wayfinding solution into their own mobile application. You can download this type of mobile application at Apple and Google online stores. We collect the analytics information in Table A below, which we use to improve the functionality and performance of the mobile application and our services. This personal information is anonymized and aggregated with other information so that neither you nor your device can be identified. We store this data in a secure server and maintain it in accordance with our customer agreements. Neither Everbridge nor Connexient otherwise access, collect or store other personal information when you download our customer’s mobile application. Our customer may require you to register or sign in to access their mobile application. We encourage you to check with your hospital/healthcare facility/healthcare provider to learn about the privacy practices related to their mobile application.

**Table A**  
**Analytic information captured for the**  
**MediNav mobile White Label application and SDK application:**

Event	Information Captured
Open App	Number of times that a user opens the app.
Close App	Number of times that a user closes the app.
Directory	Information on What directory tile was selected (example: Rooms, Patient services, Parking).
Get Directions	Name of the location where you start and the destination location.
Browse Map	Information on date/time stamp when the user selected explore map option.
Show Point of Interest (POI) on the map	Name of the POI location user selected for navigating.
Route	Name of the location where you start and destination location selected for a route.
Route Source	Name of the location where you start.
Route Destination	Name of the destination location.
Google Route	Address of the location where you start and destination location selected for a route.

Enter Area	Information on the Zone ID entered (Polestar geofence identifier).
Exit Area	Information on the Zone ID entered (Polestar geofence identifier).
Install	Counts the number of times that you open and close the mobile application.
Search Choice	Search criteria entered by the user to search for POI location (example: lounge, courtyard).
Star Rating	Rating selected by the user (Values 1 to 5).
Uncompleted Routes	Information on the last step completed in an uncompleted route.
Continue Button	Number of the times user has viewed the COVID 19 alert screen and has tapped on Continue button.

**WHAT DOES THE MEDINAV MOBILE APPLICATION DO?  
DOES IT ACCESS PERSONAL INFORMATION IF I USE IT?**

Our customers - hospitals/healthcare facilities/healthcare providers – use our solution to help patients, visitors and staff with driving directions, parking assistance and locating the quickest path to an appointment, office or building location before entering any building and after going inside.

If you decide to use Everbridge MediNav to get driving directions, our mobile application will first ask you if you want to use your mobile device’s navigation tool – Google Maps, Apple Maps or Waze. If you consent, then the Everbridge MediNav mobile application will transmit the street address where you are at when you start your route and the street address of your destination to your navigation tool. The mobile application accesses location services to enable you to launch a route from a shared link (Meet Me feature) or appointment reminder and to detect when you have arrived onsite and parking your car, even when the mobile application is closed or not in use. Neither Everbridge nor Connexient access, collect or store this personal information, but Google Maps, Apple Maps and Waze might, so we encourage you to review their privacy notices to learn more:

Apple Privacy Policy: <https://www.apple.com/legal/privacy/en-ww/>

Google Privacy Policy: <https://policies.google.com/privacy>

Waze Privacy Policy: <https://www.waze.com/legal/privacy/>

Once you arrive at your location, the Everbridge MediNav mobile application will help you find a parking spot close to your appointment. After you park, the location of your car – its latitude, longitude and altitude – will be stored locally on your device until you drive away from the hospital/healthcare facility that you visited. The Everbridge MediNav mobile application will ask if you want to delete this information from your device and the information is stored or deleted based on your choice. Neither Everbridge nor Connexient access, collect, use or store this

personal information, but you should check your navigation tool’s privacy notice to learn whether the tool uses your parking information.

**MEDINAV ONLINE SERVICE:**

If you decide to use your laptop or desktop computer to access the Everbridge MediNav solution online, then we access, collect and store the analytic data listed below in Table B, which we use to improve the functionality and performance of our services and online solution. This personal information is anonymized and aggregated with other information so that neither you nor your device can be identified. We store this data in a secure server and maintain it in accordance with our customer agreements.

**Table B**  
**Analytic information captured for Everbridge MediNav online service:**

Open App	Close App
Get Directions	Director
Show POI on Map	Send2Phone
Browse Map	Send2EMail
Route	Print Directions
Search Choice	Google Play Downloads
Route Source	Google App Store Downloads
Route Destination	Apple App Store Downloads
Google Route	

We also use a session cookie that lasts until you leave our website and close your browser. A cookie is a small piece of data that is temporarily stored on your computer or laptop while you are using our website. This session cookie makes it easier for you to move around our website because it remembers who you are, but only for as long as our website is open. Once you leave our website and close your browser, the session cookie is deleted.

**DOES THE MEDINAV MOBILE APPLICATION ACCESS PERSONAL INFORMATION OR TRACK ME AFTER I GO INSIDE THE FACILITY TO MY APPOINTMENT?**

After you enter a facility, Everbridge uses Bluetooth Low Energy (“BLE”) beacons to transmit a signal to the MediNav mobile application on your device to guide you to your appointment. No user or device information is exchanged with BLE beacons, and the beacon’s signal is not stored on your device.

### **MEDINAV SERVICE AVAILABLE ON KIOSKS:**

Hospitals and other healthcare facilities may choose to offer the Everbridge MediNav service through kiosks available throughout the facility. Neither Everbridge, Connexient or the kiosks access, collect, use or store your personal information. Your interaction is anonymous when using the service on a kiosk.

### **FUTURE BUSINESS TRANSACTIONS**

As we continue to develop our business, we might undergo a change of ownership such as a merger and/or a sale of all or substantially all our stock or assets. In such transactions, user information, including customer data, generally is one of the transferred business assets. By using our mobile applications and online solution, you acknowledge that such data may be transferred to such parties in these circumstances. However, any party purchasing our assets will be subject to an obligation to maintain the integrity of your information. You will be notified via email and/or a prominent notice on our website of any change in ownership as well as any choices you may have regarding your information.

### **CHANGES TO PRIVACY NOTICE**

We may update this Privacy Notice to reflect changes to our information practices. We encourage you to periodically review this page for the latest information on our privacy practices.

### **CONTACTING US**

If you have any questions about this Privacy Notice, please contact us at the following address:

Everbridge, Inc.  
25 Corporate Drive, Suite 400  
Burlington, MA 01803

Email: [privacy@everbridge.com](mailto:privacy@everbridge.com)

Phone: +1-781-373-9800

If you would like to unsubscribe from alerts or other communications, please send an email to: [privacy-unsubscribe@everbridge.com](mailto:privacy-unsubscribe@everbridge.com).

We are committed to providing our customers and users with a secure environment, unparalleled customer service, and state of the art technologies to safeguard your personal information.

This Privacy Notice is effective as of October 24, 2020.