

Photocure Privacy Policy

Photocure offers online resources designed to provide health, medical, and product-related information and services, as well as corporate and financial news and employment information. In addition, some of our Web sites enable qualified professionals to place orders for our pharmaceutical products, to apply for grants, or to contribute to clinical studies.

Respect for the privacy of personal information about you is very important to us. Photocure Web sites that display this privacy policy statement ("policy") are committed to collecting, maintaining, and securing personal information about you in accordance with this policy, as well as applicable laws, rules and regulations. This policy applies to personal information (as defined below) collected from Photocure online resources and communications (such as Web sites, e-mail, and other online and downloadable tools) that display a link to this policy. This policy does not apply to personal information collected from offline resources and communications, except in cases where such personal information is consolidated with personal information collected by Photocure online. This policy also does not apply to third-party online resources to which Photocure's Web sites may link, where Photocure does not control the content or the privacy practices of such resources.

Please read this policy carefully. Should you have any questions about this policy or our data collection, use and disclosure practices, please contact us.

- **How does this Privacy Policy define "personal information"?**
- **How does Photocure collect personal information online?**
- **Why does Photocure collect, use and disclose personal information?**
- **Does Photocure consolidate personal information?**
- **What choices do I have about how Photocure collects, uses and discloses personal information about me?**
- **Who will have access to personal information about me?**
- **Does Photocure share personal information with third parties?**
- **How does Photocure secure personal information?**
- **How does Photocure protect the privacy of children?**
- **How long does Photocure retain personal information?**
- **What is Photocure's contact address for privacy questions?**
- **How will I know whether Photocure has updated this policy?**

*As referred to in this Privacy Policy, "Photocure" means Photocure Inc, and its successors, excluding joint ventures to which Photocure is a party.

How does this Privacy Policy define "personal information"?

The term "personal information" as used throughout this policy, applies to any information or set of information that identifies or that is used by or on behalf of Photocure to identify an individual.

How does Photocure collect personal information online?

Photocure collects personal information online through Web sites and other online resources. Photocure also offers online resources in collaboration with other online service providers, from which Photocure may receive personal information about users of such resources. These online collaborations are governed by agreements that require personal information to be protected appropriately. Individuals may access many parts of our Web sites and online resources without disclosing any personal information. There are three methods that Photocure uses to collect personal information online:

1. Information that you provide: Photocure collects personal information and other data that you may enter into forms or data fields on our Web sites or online resources. Such information may include, but not be limited to, contact information (such as your name, postal address, e-mail address, telephone number, user ID and password), date of birth, professional credentials, experiences, activities, skills, preferences, hobbies and interests. Photocure may also collect health information about you that you provide by responding to our questions and surveys or through your use of online and downloadable health-related tools we provide.

2. Information from public or third party information sources: Photocure may collect personal information about health care professionals who register on our Web sites from public or third party information sources to verify their professional credentials and identity.

3. Information collected from your computer or other electronic device:

We collect information about your computer or other electronic device when you visit our Web sites and use our online resources. This information may include your Internet Protocol (IP) address, domain name, browser type, date and time of your request and information provided by tracking technologies, such as cookies and single-pixel tags. If you use a mobile device to access our web sites and online resources, we also may collect information about your device, such as your device ID and device type, as well as usage information about your device and your use of our mobile Web sites and other mobile resources.

Some of our Web sites and other online resources use tracking technologies to provide additional functionality that enables you to use these resources more effectively. Photocure uses tracking technologies in ways that do not identify you personally, such as to track accurately numbers of users or referring sites or advertisements to our online resources, or to remember whether you have identified yourself as a health care professional or a resident of a particular country. Photocure may use other companies to deliver e-mail communications on our behalf or to place Photocure advertisements on other web sites. Photocure does not control the tracking technologies used by these other companies. If you want to limit anonymous data collection through tracking technologies, please refer to your choices as described below.

In some cases, Photocure may use tracking technologies in ways that identify you personally, but only after you have entered personal information into a form or data field on our Web sites, or where we have registered you to use our online resources by providing a user ID and password based on information validated through other offline interactions with you. We may use tracking technologies to remember your personal preferences and selections, such as personal information that you have entered into data fields on our Web sites, answers that you have provided in response to our

surveys, sections of our Web sites that you visit frequently, or to confirm whether you have read or clicked on certain e-mail communications we send to you so that we can make our communications more useful and interesting to you.

You may choose whether or not you want Photocure to use tracking technologies to remember you when you visit our web sites, and/or to provide additional personalized services to you. If you want to limit data collection through tracking technologies, please refer to your choices as described below.

What are cookies?

A cookie is a small data file that is sent by Web servers to your computer's hard drive, where your Internet browser files are kept. Cookies enable Web sites to store small bits of information on your computer and retrieve that information at a later time. Photocure uses two types of cookies: session cookies, which are temporary cookies that are erased from your computer's memory when you close your Internet browser or turn your computer off, and persistent cookies, which exist on your computer's hard drive until they expire, unless you delete them at an earlier time.

What are single-pixel tags?

Single-pixel tags, also known as web beacons or web tags, are graphics that function similar to cookies. Single-pixel tags are not visible because of their small size. They are used to collect information in web logs that does not identify you personally such as web pages viewed, the web site you came from and the advertisement you clicked on to visit our web sites. They also are used to determine whether certain promotional or other commercial e-mail messages we send are opened.

Why does Photocure collect, use and disclose personal information?

- 1. Generally:** Photocure collects personal information online as necessary to enable individuals to register for, customize and personalize certain of Photocure's online resources and communications. Photocure uses personal information collected online to provide products, services and features and other resources that individuals have requested; for example, educational literature and related information about Photocure's pharmaceutical business, e-mail programs, tools, quizzes, questionnaires, and surveys. Photocure analyzes personal information collected online to identify and offer additional services and promotions that we believe you might find interesting. Photocure evaluates use of some online resources and communications with non-identifiable or aggregate information only. Photocure also may use personal information to audit its online resources for authorized access and security.
- 2. Social Media:** Online social media resources are interactive tools that typically enable you to collaborate and share information with others. Some examples of social media resources include social networks, discussion boards, bulletin boards, blogs, wikis, and referral functions to share web site content and tools with a friend or colleague. Photocure may collect personal information from you to enable you to use online social media resources we may offer from time to time. Photocure may also enable you to use these social media resources to post or share personal information with others. You should consider carefully what information about yourself you choose to share with others when you use social media resources. Photocure

provides additional notice and choices about how personal information is collected, used and disclosed on our Web sites and other online resources that offer social media.

- 3. Mobile Computing:** Some Photocure Web sites and online resources are designed specifically for use on mobile computing devices. Some mobile versions of Photocure Web sites may require that you log in with your user account for that Web site. Information about your use of the mobile version of the Web site will be associated with your user account. Some of our Web sites and online resources enable you to download an application (app), widget or other tool that you can use on your mobile or other computing device. Some of these apps may store information on your mobile or other device. These apps may transmit personal information to Photocure, or others working for Photocure, to enable you to access your user account or to enable Photocure to track how these tools are used, such as how often they are used and which features are preferred. Some of these apps may enable you to e-mail reports and other information from the app. Photocure may use personal or non-identifiable information transmitted to Photocure to enhance these apps, to develop new tools, for quality improvement and as otherwise described in this Policy or in other notices Photocure provides.

Does Photocure consolidate personal information?

Consistent with the purposes identified and standards set within this policy and other applicable privacy notices that have been provided, in some cases Photocure consolidates and uses personal information that individuals share with Photocure through various services and channels, such as the telephone, surveys, Web sites and other online resources and communications, in order to enhance the quality of services that we offer.

What choices do I have about how Photocure collects, uses and discloses personal information about me?

You have four categories of choices. These include:

- 1. No personal information collection:** You may choose not to provide any personal information to Photocure online by electing not to enter any personal information into a form or data field on our Web sites, and by not using any personalized services provided by our online resources. However, some of our online resources are available only to individuals who provide personal information or who use personalized services.
- 2. Limitations and options regarding uses and disclosures for other purposes:** Some Photocure online resources may request your permission to use and disclose personal information about you in order to add you to our contact lists, to enable you to list yourself in a directory or a social media resource, and to identify and offer additional services and promotions that we believe you might find interesting. You can limit the use of personal information about you by checking or un-checking options provided at the time that you enter that information or that we may offer to you in the future. Additionally, you may change your communications preferences (such as to opt-out of communications you requested previously) by contacting us.

- 3. 3. Limitations and options on tracking:** Photocure online resources that use tracking technologies, such as cookies, to remember your personal preferences and selections, enable you to choose whether you want Photocure to use such technologies to remember you, or to provide additional services to you, by checking or un-checking options provided during registration, or at the time that you enter personal information into forms or data fields. Our online resources do not limit non-identifiable uses of tracking technologies for individual users.. Individual users can control the use of certain tracking technologies, such as cookies, through most Internet browsers. Some Internet browsers enable you to limit or disable the use of cookies for individual Web sites.

Other browsers allow you to select cookie settings for all Web sites that you visit. If you are concerned about the use of cookie technology, please read our section above on “Information collected from your computer or other electronic device” to understand the ways that Photocure uses tracking technologies. If you limit or disable cookies, certain functions of our Web sites may not work properly, including access to some of our registration-based Web sites. For more information on how to disable tracking for certain web browsers and mobile devices, visit <http://allaboutdnt.com/>.

Opting out of tracking by third parties: If you would like to opt-out of the cookies set by other companies who deliver e-mail communications on our behalf or place Photocure advertisements on other web sites, you may do so by following the options provided by the Network Advertising Initiative at:

http://www.networkadvertising.org/optout_nonppii.asp and the Digital Advertising Alliance at: <http://www.aboutads.info/choices/>.

4. E-mail communications: You may choose to receive optional e-mail and other communications from Photocure by signing up for or subscribing to these communications on our Web sites and other online resources. If you do not wish to receive optional e-mail communications, you may opt-out by visiting the web site or other online resources where you subscribed, where available, and update your e-mail communication selections, or you may follow the unsubscribe or opt-out instructions in the e-mail communications you receive from us. You also may opt-out by contacting us. If you do not wish for Photocure to confirm whether you have read or clicked on certain e-mail communications we have sent to you, you may opt out of e-mail communications tracking by opting out of receiving those e-mail communications altogether using one of the approaches described above. In some cases we will not be able to turn off e-mail tracking and still send the communication to you.

If you choose to tell a friend about one of our web sites or online resources by using our email referral features, we will provide contextual information about how those features use personal information. In general, our email referral features do not store the names or email addresses of individuals to whom you send links to our web sites or online resources.

Who will have access to personal information about me?

Personal information about you will be accessible to Photocure, including its subsidiaries, divisions and groups worldwide, and to individuals and organizations that use personal information solely for and at the direction of Photocure. Uses and disclosures of personal information by external individuals and organizations acting on Photocure's behalf are governed by agreements that require personal

information to be protected appropriately. Personal information about you only will be used and disclosed by Photocure and individuals and organizations working on its behalf, in a manner consistent with this policy, other applicable privacy notices, and as explicitly permitted or required by applicable laws, rules and regulations.

Does Photocure share personal information with third parties?

In general, Photocure does not sell or share personal information about you except as described in this policy and other applicable privacy notices, however, circumstances may arise where Photocure may, for business reasons, decide to reorganize or divest its business through sale, merger or acquisition. In these circumstances, personal information may be shared with actual or prospective purchasers. Photocure will obtain written assurances that personal information will be protected appropriately in these circumstances. Photocure reserves the right to disclose personal information about you, including your e-mail address, for reporting to government authorities, to parties in relevant legal proceedings as authorized by the presiding court or tribunal and otherwise to the extent required or explicitly authorized by applicable law. Except as provided in this policy, personal information about you will not otherwise be shared without your permission.

How does Photocure secure personal information?

Photocure will take reasonable steps to protect personal information, according to its sensitivity, as it is collected and transmitted between your computer or device and our online resources and servers, as well as to protect personal information in its possession from unauthorized access, disclosure, alteration or destruction. It is your personal responsibility to secure your own copies of your passwords and related access codes for our online resources.

How does Photocure protect the privacy of children?

In general, Photocure Web sites are not directed at children and most of the online services that we offer are designed for individuals who are 18 years of age or older. Where requests for information about a medication are permitted by law, individuals requesting information about a medication that is indicated for use in children must be 18 years of age or older.

We do not knowingly collect personal information from children under 13 years of age. If you are a parent or guardian that has knowledge that we have collected information from your child, please contact the Photocure to request removal.

From time to time, some Photocure web sites and other online resources may provide optional features for children. When we do offer those features, we will take appropriate steps to ensure that verifiable parental consent is obtained prior to any collection, use or disclosure of personal information from children.

How long does Photocure retain personal information?

We generally retain personal information for as long as needed for the specific business purpose or

purposes for which it was collected. In some cases, we may be required to retain information for a longer period of time based on laws or regulations that apply to our business or for other necessary business purposes. Where possible, we aim to anonymize the information or remove unnecessary identifiers from records that we may need to keep for periods beyond the original retention period.

What is Photocure's contact address for privacy questions?

Should you have questions about this policy or Photocure's information collection, use and disclosure practices, you may contact us via email or at the address most relevant to you. You may access this list of addresses online at <http://www.Photocure.com>. When you contact us, please note the name of the Web site or other online resource you used or to which you provided personal information, as well as the nature of any information that you provided. We will use reasonable efforts to respond promptly within 10-20 business days to requests, questions or concerns you may have regarding access to personal information about you collected online or our use of personal information about you. We may contact you for follow up information and may share your inquiry with other individuals within Photocure or working for Photocure that are responsible for functions related to the subject of your inquiry. Except where required by law, Photocure cannot ensure a response to questions or comments regarding topics unrelated to this policy or Photocure's privacy practices.

How will I know whether Photocure has updated this policy?

Photocure may update this policy periodically. Photocure reserves the right to modify, add or remove portions of this privacy statement at its discretion. If we decide to change this policy, we will post those changes at this site so you always will know what information we gather, how we might use that information, and whether we will disclose it to anyone. If the changes we make to the policy are material, we also may post a notice on the Photocure web page prior to the effective date of the change, or, in some cases, may provide notice of the changes by e-mail. This policy was last updated on 1/28/2014.