

ONLINE PRIVACY POLICY

Last Updated: May 24, 2024

1. Please Read Carefully

Welcome! Premier offers its website and services, including those related to its Sperm Donor Program for the collection of sperm samples for use by third party recipients for purposes of assisted reproduction. We refer to these services, together with any other Premier products, websites, and apps, collectively as “Services” within this policy. You have arrived at a website and/or are otherwise interacting with our Services, which is owned and operated by Premier. Your privacy is important to us. This Online Privacy Policy covers our online privacy practices with respect to use and/or disclosure of information Premier may collect from You when You access or use this website (“Website”).

This Online Privacy Policy must be read along with Premier’s Terms of Use and any other agreements or contracts relevant to Premier’s Services, including, but not limited to, the Premier Donor Agreement, Donor Consent, and Biometrics Consent.

2. Use of Website

Your access to and use of our website are subject to certain terms and conditions, which are set forth in our Terms of Use. If You do not agree to our Terms of Use, please exit our website now.

3. Collection of Information

Premier collects certain information, including Personal Information, from and about our Website users in three ways: (1) directly from You or a third-party who is affiliated with You, (2) directly from our web server logs, or (3) with cookies. As used in this Online Privacy Policy, "Personal Information" means any information that may be used, either alone or in combination with other information, to personally identify an individual.

3.1. Information You Provide

Our Website may include pages or forms that give You the opportunity to provide us with Personal Information about yourself. No website can guarantee security, but Premier maintains appropriate physical, electronic, and procedural safeguards to protect your personal information collected from You and/or our Website in compliance with applicable law. Please see the Terms of Use for more specific information about information security and your responsibilities.

3.2. Children

No parts of our Website is directed to minors under the age of 18. Furthermore, Premier does not knowingly collect or maintain Personal Information from persons under 13 years of age without verifiable parental consent, as required by the [Children’s Online Privacy Protection Act](#) (“COPPA”). If You are under 13 years of age, please do not use our Website. If Premier learns

that Personal Information of persons less than 13 years of age has been collected without verifiable parental consent, Premier will take the appropriate steps to delete this information. To report any concerns or make a request for any such information to be removed, please contact us at info@psdonors.com.

3.3. Information Premier Collects from your Use of the Website

Premier collects information about You when You use our website, including, but not limited to the following:

- **Device Information.** Premier may automatically collect certain information about the computer or devices (including mobile devices) You use to access the website. For example, Premier may collect and analyze information such as (a) IP addresses, geolocation information (as described in the next section below), unique device identifiers and other information about your mobile phone or other mobile device(s), browser types, browser language, operating system, the state or country from which You accessed the website; and (b) information related to the ways in which You interact with the website, such as: referring and exit pages and URLs, platform type, the number of clicks, domain names, landing pages, pages and content viewed and the order of those pages, the amount of time spent on particular pages, the date and time You used the website, the frequency of your use of the website, error logs, and other similar information. As described further below, Premier may use third-party analytics providers and technologies, including cookies and similar tools, to assist in collecting this information.
- **Location Information.** Premier may collect different types of information about your location, including general information (e.g., IP address, zip code) and more specific information (e.g., GPS-based functionality on mobile devices used to access the website), and may use that information to customize the website with location-based information, advertising, and features. For example, if your IP address indicates an origin in Los Angeles, California, the website may be customized with Los Angeles-specific information and advertisements. In order to do this, your location information may be shared with our agents, vendors or advertisers. If You access the website through a mobile device and You do not want your device to provide us with location-tracking information, You can disable the GPS or other location-tracking functions on your device, provided your device allows You to do this. See your device manufacturer's instructions for further details.
- **Cookies and Other Electronic Technologies.** Premier may use the tools outlined below in order to better understand users. As Premier adopts additional technologies, Premier may also gather additional information through other methods.
 - **Cookies:** "Cookies" are small computer files transferred to your computing device that contain information such as user ID, user preferences, lists of pages visited and activities conducted while using the website. Premier uses Cookies to help us improve or tailor the website by tracking your navigation habits, storing your authentication status so You do not have to re-enter your credentials each time You use the website, customizing your experience with the website, and for analytics and

fraud prevention. For more information on cookies, visit <http://www.allaboutcookies.org>.

- **Web Beacons:** “Web Beacons” (a.k.a. clear GIFs or pixel tags) are tiny graphic image files imbedded invisibly in a web page or email that may be used to collect anonymous information about your use of our website, the websites of selected advertisers, and the emails, special promotions or newsletters that Premier sends You. The information collected by Web Beacons allows us to analyze how many people are using the website, using the selected advertisers’ websites or opening our emails, and for what purpose, and also allows us to enhance our interest-based advertising.
- **Website Analytics:** Premier uses Google Analytics on our Site to help us analyze the traffic on our Site. Google’s analytics service generally does not collect personal information unless You voluntarily provide it and generally does not track your browsing habits across websites which do not use their services. Premier uses the information collected from these services to help make the website easier to use.

For more information on Google Analytics’ processing of Personal Information, please see <http://www.google.com/policies/privacy/partners/>. You have the option to opt out of Google Analytics by using a [browser plugin](#) provided by Google.

- **Mobile Device Identifiers:** Mobile device identifiers are data stored on your mobile device that may track mobile device and data and activities occurring on and through it, as well as the applications installed on it. Mobile device identifiers enable collection of personal information (such as media access control, address and location) and traffic data. Mobile device identifiers help Premier learn more about our users’ demographics and internet behaviors.

Premier uses the above information to analyze trends, administer and improve our Services, and monitor traffic and usage patterns for information security purposes and to help make our Website more user friendly and functional.

3.4. Information from Third Parties

Premier may obtain additional information about You from third parties such as marketers, partners, researchers, and others. Premier may also obtain additional information about You from third parties who are affiliated with You or have direct information about You (i.e., your family members or friends).

3.5. Aggregate or De-identified Data

Premier may aggregate and/or de-identify information collected by the website or via other means so that the information is not intended to identify You. Our use and disclosure of aggregated and/or de-identified information is not subject to any restrictions under this Online Privacy Policy, and Premier may disclose it to others without limitation for any purpose, in accordance with applicable laws and regulations.

4. Use of Information

Premier does not sell, lease, rent, or otherwise disclose the Personal Information collected from our Website or from You to third parties unless otherwise stated below or with your consent.

Premier uses the information that Premier collects for the following purposes:

- For the purposes for which You provided the information;
- To contact You when necessary or requested;
- To provide, maintain, administer, improve, or expand the website, perform business analyses, or for other internal purposes to support, improve or enhance our business, the website, and other products and services Premier offers;
- To customize and tailor your experience of the website;
- To track and analyze trends and usage in connection with our website;
- To better understand who uses the website and how Premier can deliver a better user experience;
- To combine information received from third parties with the information that Premier has from or about You and use the combined information for any of the purposes described in this Online Privacy Policy;
- To use statistical information that Premier collects in any way permitted by law, including from third parties in connection with their commercial and marketing efforts;
- To prevent, detect, and investigate security breaches, fraud, and other potentially illegal or prohibited activities;
- To enforce the legal terms that govern your use of the website;
- To protect our rights or property;
- To administer and troubleshoot the website; and
- For any other purpose disclosed to You.

Premier may use third-party service providers to process and store personal information in the United States and other countries.

5. Sharing of Information

Premier may share personal information about You as follows:

- With third parties to provide, maintain, and improve our website, including service providers who access information about You to perform services on our behalf;
- In connection with, or during the negotiation of, any merger, sale of company stock or assets, financing, acquisition, divestiture or dissolution of all or a portion of our business (but only under non-disclosure and confidentiality agreements and protections);
- If Premier believes that disclosure is reasonably necessary to comply with any applicable law, regulation, legal process or governmental request; to enforce applicable user agreements

or policies; to protect the security or integrity of our website; and to protect us, our users or the public from harm or illegal activities; and

- With your consent.

Premier may also share aggregated, non-personally identifiable information with third parties.

6. Collection of Biometric Information and Sensitive Personal Information

Premier will not sell, rent, or trade your Biometric Information, Personal Information, or Sensitive Personal Information (as defined below). Your Biometric Information will only be used by Premier to verify your identity in accordance with the guidelines published by the National Institute for Standards and Technology, as required for the prevention of fraud, and for purposes of properly storing any sperm donation should you participate in Premier's Sperm Donor Program. Premier will transfer your Biometric Information only when required by a subpoena, warrant, or other court ordered legal action.

6.1 Notice and Consent

This Notice and Consent for the collection of Biometric Information, Personal Information and Sensitive Personal Information ("Consent") describes how Premier collects and processes certain categories of Personal Information in connection with Premier's Sperm Donor Program. By providing your consent, you acknowledge and agree to be bound by the terms of Premier's Terms of Service and this Online Privacy Policy.

6.2 Personal Information and Sensitive Personal Information

In order to use our Services, we require collection of Biometric Information, Personal Information, and Sensitive Personal Information. When you sign up and create an account, you will no longer be anonymous and instead considered a potential donor. Any registration paperwork will specify the information required, which may include your legal name, address, email address, telephone number, and date of birth.

If you intend to become a donor, you will be required to provide information to create a donor profile. This information will include, but is not limited to, medical history, other health-related information, religious and educational background, ancestry, and child and/or adult photographs of yourself. In the event that you provide specially protected health information, this health information may be subject to special confidential protections under applicable state and federal law, and any disclosures of this information will be subject to those special protections.

While the specific categories of Personal Information or Sensitive Personal Information may vary, examples of Personal Information include name, address, and date of birth. Examples of

Sensitive Personal Information, as defined in California Civil Code § 1798.140, is information that reveals the following:

- (1) A consumer's social security, driver's license, state identification card, or passport number.
- (2) A consumer's account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account.
- (3) A consumer's precise geolocation.
- (4) A consumer's racial or ethnic origin, religious or philosophical beliefs, or union membership.
- (5) The contents of a consumer's mail, email, and text messages unless the business is the intended recipient of the communication.
- (6) A consumer's genetic data; **or**
 - (1) The processing of biometric information for the purpose of uniquely identifying a consumer;
 - (2) Personal Information collected and analyzed concerning a consumer's health; or
 - (3) Personal Information collected and analyzed concerning a consumer's sex life or sexual orientation.

6.3 Biometric Information

Biometric information refers to an individual's physiological, biological, or behavioral characteristics, including an individual's deoxyribonucleic acid (DNA), that can be used, singly or in combination with each other or with other identifying data, to establish individual identity. Biometric information includes, but is not limited to, imagery of the iris, retina, fingerprint, face, hand, palm, vein patterns, and voice recordings, from which an identifier template, such as a faceprint, a minutiae template, or a voiceprint, can be extracted, and keystroke patterns or rhythms, gait patterns or rhythms, and sleep, health, or exercise data that contain identifying information.

6.4 Biometric Information Collected

Participation in Premier's Sperm Donor Program will require your identity verification to properly store any sperm donation provided. Participation in Premier's Sperm Donor program will include collection of your fingerprint information, including fingerprint or hand scanning.

6.5 Use of Biometric Information

Premier will not sell, rent, or trade your biometric information. Your biometric information will only be used by Premier to verify your identity in accordance with the guidelines published by the National Institute for Standards and Technology, as required for the prevention of fraud, and for purposes of properly storing any sperm sample as part of your participation in Premier's Sperm Donor Program. Premier will transfer your biometric information only when required by a subpoena, warrant, or other court ordered legal action

7. Information Input or Uploaded to the Website

In the course of using Premier’s Website and potential participation in Premier’s Sperm Donor Program, You will be asked to provide personal information (including relevant documentation related thereto). You acknowledge that Premier requires accurate and complete disclosure of certain personal information and medical, genetic, and infectious disease testing, which Premier is required to maintain. You are sharing such information for your potential participation in Premier’s Sperm Donor Program. By uploading such information to the Website, You hereby authorize Premier to use such information for administrative and operational purposes, including: (a) verifying your personal information and credentials (including as needed to perform or utilize third parties to perform background checks or screening); (b) operating the Sperm Donor Program; (c) communicating with You; (d) sending communications to You; (e) analysis and quality assurance/quality improvement purposes; (f) to prevent fraud and protect security; (g) to enforce the Terms of Use; (h) to comply with laws, regulations, and requirements; and/or (i) for any other purposes Premier deems appropriate. You agree that Premier is authorized to share and allow access to your data in connection with the process of your potential enrollment in the Sperm Donor Program.

8. Your Privacy Choices

8.1 Cookies

Most web browsers are set to accept cookies by default. If You prefer, You can usually choose to set your browser to remove or reject cookies; however, our website may not function properly if You do so.

8.2 Options for Opting out of Cookies and Mobile Device Identifiers

If You are interested in more information about interest-based advertising and how You can generally control cookies from being put on your computer to deliver tailored advertising, You may visit the [Network Advertising Initiative’s Consumer Opt-Out link](#), the [Digital Advertising Alliance’s Consumer Opt-Out link](#) or [TRUSTe’s Advertising Choices Page](#) to opt-out of receiving tailored advertising from companies that participate in those programs.

Please note that even after opting out of interest-based advertising, You may still see Premier’s advertisements that are not interest-based (i.e., not targeted toward You). Also, opting out does not mean that Premier is no longer using its tracking tools— Premier still may collect information about your use of the website even after You have opted out of interest-based advertisements and may still serve advertisements to You via the website based on information it collects via the website.

8.3 How Premier Responds to Browser “Do Not Track” Signals

Premier is committed to providing You with meaningful choices about the information collected on our website for third-party purposes, and that is why Premier provides above the Network Advertising Initiative's "Consumer Opt-out" link, Digital Advertising Alliance's Consumer Opt-Out Link, and TRUSTe's Advertising Choices page. However, Premier does not recognize or respond to browser-initiated Do Not Track signals, as the Internet industry is currently still working on Do Not Track standards, implementations and solutions. For more information about DNT signals, visit <http://allaboutdnt.com>.

8.4 Third Party Links or Websites

Our website may contain links to other websites and those websites may not follow the same privacy practices as Premier. Premier is not responsible for the privacy practices of third party websites. Premier encourages You to read the privacy policies of such third parties to learn more about their privacy practices. This Online Privacy Policy does not create rights enforceable by third parties. Some third-party websites or links that Premier may list in our Website may be:

- **Social Media Platform.** Certain sections or functionalities on our website may permit You to share information on third party social media sites or platforms such as Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube, or other similar sites (collectively, "Social Media Sites"). Premier does not own or control such Social Media Sites, and posting your information on Social Media Sites is subject to the third party's Online Privacy Policy and other legal terms, which may not provide privacy protections with which You agree. Premier is not responsible for any act or omission of any Social Media Site, nor is Premier responsible for the consequences of your choosing to share your information on Social Media Sites.
- **Third-Party Websites or Links.** You should know that websites/pages (other than the Premier's webpage) referred to or linked from our Website are not under the control, ownership, or operation of the Premier. Accordingly, Premier can make no representation concerning the content of these sites to You, and Premier makes no endorsement of the sites or any information or further links contained on those sites. Premier is providing these links only as a convenience to You, and You should know that Premier has not reviewed these sites and therefore cannot make any representations regarding the quality or reliability of any information found on these sites. Premier has no control over the content, operations, policies, terms, or other elements of Third-Party Sites, and Premier does not assume any obligation to review any Third-Party Sites. Premier does not necessarily endorse, approve, or sponsor any Third-Party Sites, or any third-party content, advertising, information, materials, products, services, or other items. Furthermore, Premier is not responsible for the quality or delivery of the products or services offered, accessed, obtained by or advertised at such Third-Party Sites. Finally, Premier will under no circumstances be liable for any direct, indirect, incidental or special loss or other damage, whether arising from negligence, breach of contract, defamation, infringement of copyright or other intellectual property rights, caused by the exhibition, distribution or exploitation of any information or content contained within these Third-Party Sites.

- **Advertisement.** Occasionally, Premier may allow third party advertising companies to serve ads when You access or use our Website. These companies use non-personally identifiable information regarding your access and use of our Website and other websites, such as the user IP address, pages viewed, date and time of your visit, and number of times You have viewed an ad (but not your name, address, or other personal information), to serve ads to You on our Services and other websites that may be of interest to You. In the course of serving advertisements to our Website, our third party advertiser may place or recognize a unique cookie on your browser. In addition, Premier may use clear GIFs or pixel tags to help manage our online advertising. These clear GIFs enable our ad serving Premier to recognize a browser's cookie when a browser visits our Services. This allows us to learn which banner ads bring users to our Services.

PREMIER DISCLAIMS ALL LIABILITY IN CONNECTION THEREWITH.

8.5 California Shine the Light Law

California law permits users who are California residents to request and obtain from us once a year, free of charge, a list of the third parties to whom Premier has disclosed their personal information (if any) for their direct marketing purposes in the prior calendar year, as well as the type of personal information disclosed to those parties. If You are a California resident and would like to request this information, please submit your request in an email to info@psdonors.com.

9 Retention of Information

Premier will retain Personal Information for the period necessary to fulfill the purposes for which it has been collected as described in this Online Privacy Policy unless a longer retention period is required by law (e.g., laws mandating retention of medical records for a certain period of time).

Where practical, Premier disposes of certain categories of information, including Personal Information, on a regular schedule. For example, Premier disposes of web server logs after 90 days, information submitted through secure forms after 6 months, access and activity logs relating to the Website after 1 year, and information collected for analytics purposes on the Website (e.g., information on pages visited on the Website) after 2 years.

10. Security

Premier takes reasonable measures, including administrative, technical, and physical safeguards, to help protect personal information from loss, theft, misuse, unauthorized access, disclosure, alteration, and destruction. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while Premier strives to protect your personal information, Premier cannot ensure or warrant the security of any information You transmit to us on our Website, and You do so at your own risk.

11. Changes to this Online Privacy Policy

By accessing this Website, You agree that Premier may change this Online Privacy Policy from time to time. If Premier makes changes, Premier will notify You by posting the updated policy on our website and revising the “Last Updated” date above. Premier encourages You to review the Online Privacy Policy whenever You use our website to stay informed about our information practices and about ways You can help protect your privacy.

12. How to Contact Us

If You have a question regarding use of the Website, You may e-mail us at info@psdonors.com. You acknowledge that the provision of customer support is at our sole discretion and that Premier has no obligation to provide You with customer support of any kind.

All legal notices to us must be sent to: info@psdonors.com.