

## **NEURAL CONSULT – Privacy Policy**

**Welcome to Neural Consult, a medical education AI powered Website located at [www.neuralconsult.com](http://www.neuralconsult.com) (The “Website”).**

This Website is owned and operated by Dendritic Health AI, LLC (The “Company” or “Dendritic Health”) whose office is located at 2222 W. Grand River Ave STE A, Okemos, MI 48864. By using our Website, you agree to the Website terms and conditions (The “Terms”) and Privacy Policy (the “Policy”). If you do not agree to the Terms, policies and conditions of these Terms, any additionally documents including this Privacy Policy you may not use the Website. Dendritic Health reserves the right to modify this Privacy Policy at any time. It is your responsibility to review the Privacy Policy before each use of the Website.

Neural Consult utilizes OpenAI, L.L.C’s (“OpenAI”) API. OpenAI’s Privacy Policy can be found at <https://openai.com/policies/privacy-policy> and apply to usage of the Website. If or when OpenAI’s and our policies conflict, the Privacy Policy written in this document apply.

### **1. What Information Do We Collect?**

We collect your personal data whenever you interact with us and when you use the App or visit our Website. Generally, we will collect and process the following information:

- **Account Information:** If you create an account with us, we will collect information associated with your account, including your name, contact information, account credentials, payment card information, and use history, (collectively, “Account Information”).
- **User Content:** When you use our Website, we may collect Personal and Usage Information that is included in the input, file uploads, or feedback that you provide to our Website (“Content”).
- **Communication Information:** If you communicate with us, we may collect your name, contact information, and the contents of any messages you send (“Communication Information”).
- **Social Media Information:** We have pages on social media Websites like Instagram, Facebook, Twitter, YouTube and LinkedIn. When you interact with our social media pages, we will collect Personal Information that you elect to provide to us, such as your contact details (collectively, “Social Information”). In addition, the companies that host our social media pages may provide us with aggregate information and analytics about our social media activity.

We also automatically collect certain information when you access, use, or interact with us. We generally collect the following information:

- Device information: Includes name of the device, operating system, and browser you are using. Information collected may depend on the type of device you use and its settings.
- Usage information: We may automatically collect information about your use of the Website, such as the types of content that you view or engage with, the features you use and the actions you take, as well as your time zone, country, the dates and times of access, user agent and version, type of computer or mobile device, computer connection, IP address, and the like.
- Analytics: We may use a variety of online analytics products that use cookies to help us analyze how users use our Services and enhance your experience when you use the Services.

These data may be managed or collected through third-party service providers such as Google Analytics, Auth0, Paddle, Stripe, and Microsoft Clarity whose terms of use and privacy policy can be found on their respective websites.

## 2. What Do We Do With the Information We Collect?

We will ask you for personal data in certain fields on the Website or in the App that we need for you to use the Services. The personal data we collect is used only for the purpose we state at the time of collection or for purposes listed below. For example, our uses may include, but are not limited to, the following:

- To manage internal business practices
- To provide support or other services
- To provide information based on your needs and respond to your requests
- To administer products and services
- To select content, improve quality, and facilitate the use of our Website, App and Services
- To assess usage of products and services
- To communicate with you about events
- To update you on relevant products, services, offers, and opportunities
- To engage with third parties
- To protect our content and services from illegal or harmful activities
- To get feedback and input from you
- To protect our information assets as well as your personal data
- To assist in business sales or mergers
- To comply with Laws

To the extent that we collect certain demographic information about you, we may use this information in our market research, but we will do so only after we “anonymize” the data, i.e., remove information that would confirm your identity. We will not use your personal data, however, to send commercial or marketing messages to you unless we have your continued

consent for which you will have the ability to opt out by sending an email to [contact@neuralconsult.com](mailto:contact@neuralconsult.com).

### **3. Who Can Use the Information We Collect and How?**

We may provide your personal data to third parties, or third parties may collect personal data from you on our behalf if we have contracted with that third party to provide some part of the information or service that you have requested. Other than those who act on our behalf, and except as explained in this Policy, personal data you provide to us will not be transferred to unrelated third parties, unless we have a legal basis to do so. However, please note that the personal data you transmit to us may be subject to disclosure pursuant to judicial or other government subpoenas, warrants, or orders.

### **4. What Are Your Rights Regarding Your Personal Data?**

We respect your right to access and control your personal data, and you have choices about the data we collect from you. If we request personal data from you that is not necessary for the purposes of providing you with our products and services, then you may decline to provide that personal data. However, if you choose not to provide personal data that is necessary to provide a particular service, you may not have access to certain features of that service.

We process your personal data on the following legal bases: consent (which you may withdraw at any time by contacting [contactus@neuralconsult.com](mailto:contactus@neuralconsult.com)), the necessity to enter into and perform our contract with you, compliance with our legal obligations, protection of your vital interests, for the performance of a task carried out in the public interest, and for our legitimate interests, which do not override your fundamental rights and freedoms.

Depending on where you live, you may have certain rights that you can exercise with regard to the collection, use, and transfer of your personal data. For more details, please see the relevant section of the privacy policy.

Regardless of where you live, you can always opt-out of marketing communications, correct or update your information, and implement technical measures to opt-out of targeted or behavioral advertising as outlined below:

#### **Opt-Out of Email Marketing Preferences.**

The e-mail communications we send you will generally provide an unsubscribe link, allowing you to opt-out of receiving future email or to change your contact preferences. E-mail communications may also include a link to directly update and manage your marketing preferences, if you have an online account with us. You can also change your contact preferences through your account. You can also request an opt-out by emailing [contactus@neuralconsult.com](mailto:contactus@neuralconsult.com). Please remember that even if you opt out of receiving

marketing emails, we may still send you important information related to your account and use of the Services.

#### *Opt-Out of Targeted Advertising.*

You may opt-out of third party targeted advertising or data analytics in two ways: (i) by directly notifying a Network Advertising service provider via its opt-out tools (see above), or (ii) by using your browser's Do Not Track (DNT) settings to indicate that you do not wish to receive targeted advertising based on your overall internet usage. For more information about DNT and how it works, please visit the Future of Privacy Forum's Website: <http://www.allaboutdnt.com/>.

We will make every reasonable effort to honor your DNT browser settings for opting out of receiving targeted third-party advertising based on your overall Internet usage. Please note that various browsers frequently update their technology and / or change their settings and business practices without advance notice, thus we may not have the latest information on how to honor your preferences. If you exercise either opt-out option—the cookie opt-out or the browser opt-out—you will continue to receive advertising, but such advertising may not relate to your specific interests, previous purchases, or search history.

Keep in mind, however, that you cannot opt-out of our contextual data analytics and advertising, which is based on your usage of only our Services. We will continue to serve you contextual advertising. We will also continue to monitor your usage and search or transaction history to provide us with analytics on how well our Services, features, and activities are functioning and used. We will also share this information within our company in an aggregated or anonymized form (meaning that no one individual person can be identified).

#### *How Do You Correct and Update Your Personal Data?*

Our goal is to keep all personal data that we hold accurate, complete, and up to date. Please let us know if you change your contact details. If you believe that any of your information is incorrect, incomplete, or out-of-date, you can update your personal details through your account with us, or by contacting [contactus@neuralconsult.com](mailto:contactus@neuralconsult.com).

### **5. How Do We Protect the Personal Data We Collect?**

We are committed to protecting the security of your personal data. We use technologies and procedures to protect your personal data. We review our strategies and methods update them as necessary to meet our business needs, changes in technology, and regulatory requirements. We take our security obligations seriously and so should you. While we are responsible for maintaining the security of our Website, App and Services, you must also access and use the Services in a manner that is responsible and secure. In addition, we have implemented a series of policies, procedures, and training to address data protection, confidentiality, and security, and we update and review the appropriateness of these measures on a regular basis.

Your personal data may be transferred to, and processed in, countries other than the country in which you are resident. These countries may have data protection laws that are different from the laws of your country. However, we have taken appropriate safeguards to require that your personal data will remain protected in accordance with this Privacy Policy.

## **6. How Long Do We Retain the Data?**

We retain personal data for as long as necessary to provide our Services and fulfill the transactions you have requested, or for other business purposes such as complying with our legal obligations, resolving disputes, and enforcing our agreements. We are required by law to keep some types of information for certain periods of time (e.g., statute of limitations). If your personal data is no longer necessary for the legal or business purposes for which it is processed, then we will generally destroy or anonymize that information.

We have implemented appropriate technical and organizational measures designed to secure your personal data from accidental loss and from unauthorized access, use, alteration, or disclosure. In the unlikely event of a data breach, we will inform you and the competent data protection authority within the timeframe required by law.

You have the right under the General Data Protection Regulation (GDPR) to request access to and rectification or erasure of your personal data, or restriction of processing concerning you, or to object to processing as well as the right to data portability. If you wish to exercise any of these rights, please contact us at [contactus@neuralconsult.com](mailto:contactus@neuralconsult.com).

## **7. What is Our Policy if You Are an Underage Child?**

Our Website is only for those over the age of 13. If you are below the age of 18, explicit parental consent is required to use the services. See Terms for more information on usage below the age of 18.

## **8. What Happens When You Link to a Third-Party Web Website?**

If you click on a link and go to another Website, you will be subject to that Website's privacy policy. We encourage you to read the posted privacy policy statement at any Website **before** submitting any personal data. Dendritic Health does not endorse any other website that is linked in Content on the Website.

## **9. What Happens When We Update Our Privacy Policy?**

We may update our Privacy Policy from time to time to keep current with evolving legal requirements. Your acceptance of any minor changes to this Privacy Policy is indicated by your continued use of our Services. If we make any material changes to our Privacy Policy, we will

post a notice about the change at a prominent location on our Website. We encourage you to periodically review our Website and this Privacy Policy for any changes.

#### **10. What If You Have Questions?**

If you have questions or concerns regarding anything in this Privacy Policy, please feel free to send us an email at [contactus@neuralconsult.com](mailto:contactus@neuralconsult.com).

#### **11. California Shine the Light Law**

If you are a California resident and have an established business relationship with us and want to receive information about how to exercise your third-party disclosure choices, you must send a request to the following address with a preference on how our response to your request should be sent (email). You may contact us in one way:

You may send an email to [contactus@neuralconsult.com](mailto:contactus@neuralconsult.com)

Attn: Your California Privacy Rights  
c/o Privacy Administrator

**For requests sent via email, you must put the statement “Your California Privacy Rights” in the subject field of your email. All requests sent via postal mail must be labeled “Your California Privacy Rights” on the envelope or post card and clearly stated on the actual request.** For all requests, please include your name, street address, city, state, and zip code. (Your street address is optional if you wish to receive a response to your request via email. Please include your zip code for our own recordkeeping.) We will not accept requests via the telephone or by facsimile. We are not responsible for responding to notices that are not labeled or not sent properly, or do not have complete information.

If you are a California resident under the age of 18, and a registered user of any Website where this Privacy Policy is posted, California Business and Professions Code Section 22581 permits you request and obtain removal of content or information you have publicly posted. To make such a request, please send an email with a detailed description of the specific content or personal data to [contactus@neuralconsult.com](mailto:contactus@neuralconsult.com). Please be aware that such a request does not ensure complete or comprehensive removal of the content or information you have posted and that there may be circumstances in which the law does not require or allow removal even if requested.