



RMM

**REAL MEDICINE
ENTERPRISES**

Privacy Policy for Real Medicine Enterprises

This Privacy Policy was last updated on August 1, 2020.

It has been updated to comply with the EU General Data Protection Regulation and the California Consumer Privacy Act.

Welcome to Real Medicine Enterprises (RME). We respect your privacy and want you to understand how we collect, use, and share data about you. This Privacy Policy covers our data collection practices and describes your rights to access, correct, or restrict our use of your data.

This Privacy Policy applies when you visit or use the RME website, online platform, mobile applications, APIs or related services (Services).

By using the Services, you agree to the terms of this Privacy Policy. You shouldn't use the Services if you don't agree with this Privacy Policy or any other agreement that governs your use of the Services.

1. Data We Get

We collect certain data from you directly, like information you enter yourself, data about your participation in courses, and data from third-party platforms you connect with RME. We also collect some data automatically, like information about your device and what parts of our Services you interact with or spend time using.



Privacy Policy for Real Medicine Enterprises

1.1 Data You Provide to Us

We may collect different data from or about you depending on how you use the Services. When you create an account and use the Services, including through a third-party platform, we collect any data you provide directly, including:

Account Data: In order to use certain features (like enrolling in a course), you need to create a user account. When you create your account we collect and store the data you provide, like your name, email address, and assign you a unique ID number.

Profile Data: You can also choose to provide profile information such as a photo, headline, website link, social media profiles, or other data. Your Profile Data will be viewable by others.

Shared Content: Parts of the Services let you interact with other users or share content publicly, including by posting reviews on a course page, asking or answering questions, sending messages, or posting photos or other work you upload. Such shared content may be publicly viewable by others depending on where it is posted.

Course Data: When you enroll in and take courses, we collect certain data including which courses, assignments and quizzes you have started and completed; your communications with instructors and other students; and your answers to questions, and other items submitted to fulfill course requirements.

Payment Data: If you make purchases, we collect certain data about your purchase (such as your name) as necessary to process your order. You must provide certain payment and billing data directly to our payment processing partners, including your name, credit card information, and billing address. For security, RME does not collect or store sensitive cardholder data, such as full credit card numbers or card authentication data.

Data About Your Accounts on Other Services: If you access or use our Services through a third-party platform or service, or click on any third-party links, the collection, use, and sharing of your data will also be subject to the privacy policies and other agreements of that third party.



Privacy Policy for Real Medicine Enterprises

1.2 Data We Collect through Automated Means

When you access the Services (including browsing courses), we collect certain data by automated means, including:

System Data: Technical data about your computer or device, like your IP address, device type, operating system type and version, unique device identifiers, browser, browser language, domain and other systems data, and platform types.

Usage Data: Usage statistics about your interactions with the Services, including courses accessed, time spent on pages or the Service, pages visited, features used, your search queries, click data, date and time, and other data regarding your use of the Services (Usage Data).

The data listed above is collected through the use of server log files and tracking technologies, as detailed in the “Cookies and Data Collection Tools” section below. It is stored and associated with your account.

2. How We Get Data About You

We use tools like cookies and analytics services to gather the data listed above. Some of these tools offer you the ability to opt out of data collection.

2.1 Cookies and Data Collection Tools

As detailed in our Cookie Policy, RME and service providers acting on our behalf (like Google Analytics and third party advertisers) use server log files and automated data collection tools like cookies, tags, scripts, customized links, device or browser fingerprints, and web beacons (together, “Data Collection Tools”) when you access and use the Services. These Data Collection Tools automatically track and collect certain System Data and Usage Data (as detailed in Section 1) when you use the Services. In some cases, we tie data gathered through those Data Collection Tools to other data that we collect as described in this Privacy Policy.



Privacy Policy for Real Medicine Enterprises

We use cookies (small files that websites send to your device to uniquely identify your browser or device or to store data in your browser) for things like analyzing your use of the Services, personalizing your experience, making it easier to log into the Services, and recognizing you when you return.

RME uses the following types of cookies:

Preferences: cookies that remember data about your browser and preferred settings that affect the appearance and behavior of the Services (your preferred language).

Security: cookies used to enable you to log in and access the Services; protect against fraudulent logins; and help detect and prevent abuse or unauthorized use of your account.

Functional: cookies that store functional settings.

Session State: cookies that track your interactions with the Services to help us improve the Services and your browsing experience, remember your login details, and enable processing of your course purchases. These are strictly necessary for the Services to work properly, so if you disable them then certain functionalities will break or be unavailable.

You can set your web browser to alert you about attempts to place cookies on your computer, limit the types of cookies you allow, or refuse cookies altogether. If you do, you may not be able to use some or all features of the Services, and your experience may be different or less functional.

Some of the third-party partners who provide certain features on our site may also use Local Storage Objects (also known as flash cookies or LSOs) to collect and store data.



Privacy Policy for Real Medicine Enterprises

2.2 Analytics

We use third-party browser and mobile analytics services like Google Analytics on the Services. These services use Data Collection Tools to help us analyze your use of the Services, including information like the third-party website you arrive from, how often you visit, events within the Services, usage and performance data. We use this data to improve the Services, better understand how the Services perform on different devices, and provide information that may be of interest to you.

2.3 Online Advertising

We use third-party advertising services like Facebook ad services. The ads may be based on things we know about you, like your Usage Data and System Data (as detailed in Section 1), and things that these ad service providers know about you based on their tracking data. The ads can be based on your recent activity or activity over time and across other sites and services, and may be tailored to your interests.

3. What We Use Your Data For

We use your data to do things like provide our Services, communicate with you, troubleshoot issues, secure against fraud and abuse, improve and update our Services, analyze how people use our Services, serve personalized advertising, and as required by law or necessary for safety and integrity.

We use the data we collect through your use of the Services to:

- Provide and administer the Services, including to display customized content and facilitate communication with other users;
- Process your requests and orders for courses, products, specific services, information, or features;



Privacy Policy for Real Medicine Enterprises

Communicate with you about your account by:

- Responding to your questions and concerns;
- Sending you administrative messages and information, including messages from instructors, notifications about changes to our Service, and updates to our agreements;
- Sending you information about your progress in courses, rewards programs, new services, new features, promotions, newsletters, and other available courses (which you can opt out of at any time);
- Manage your account preferences;
- Facilitate the Services' technical functioning, including troubleshooting and resolving issues, securing the Services, and preventing fraud and abuse;
- Solicit feedback from users;
- Improve our Services and develop new products, services, and features;
- Analyze trends and traffic, track purchases, and track usage data;
- As required or permitted by law; or
- As we, in our sole discretion, otherwise determine to be necessary to ensure the safety or integrity of our users, employees, third parties, the public, or our Services.

4. Who We Share Your Data With

We share certain data about you with instructors, other students, companies performing services for us, our business partners, analytics providers, and companies helping us run promotions, and advertising companies who help us promote our Services. We may also share your data as needed for security and legal compliance.



Privacy Policy for Real Medicine Enterprises

We may share your data with third parties under the following circumstances or as otherwise described in this Privacy Policy:

With Your Instructors: We share data that we have about you with instructors for courses you enroll in or request information about, so they can improve their courses for you and other students. We will not share your email address with instructors. We also enable our instructors to implement Google Analytics on their course pages to track sources of traffic to their courses and optimize their course pages.

With Other Students and Instructors: Depending on your settings, your shared content and profile data may be publicly viewable, including to other students and instructors. If you ask a question to an instructor, your information may also be publicly viewable by other users depending on your settings.

With Service Providers: We share your data with third-party companies who perform services on our behalf, like payment processing, data analysis, marketing and advertising services, email and hosting services, and customer services and support. These service providers may access your personal data and are required to use it solely as we direct, to provide our requested service.

With Analytics Services: As part of our use of third-party analytics tools like Google Analytics, we share certain contact information, Account Data, System Data, Usage Data (as detailed in Section 1), or de-identified data as needed. De-identified data means data where we removed things like your name and email address and replaced it with a token ID. This allows these providers to provide analytics services or match your data with publicly-available database information. We do this to communicate with you in a more effective and customized manner.

To Power Social Media Features: The social media features in the Services (like the Facebook Like button) may allow the third-party social media provider to collect things like your IP address and which page of the Services you visit, and to set a cookie to enable the feature. Your interactions with these features are governed by the third-party company's privacy policy.



Privacy Policy for Real Medicine Enterprises

For Security and Legal Compliance: We may disclose your data to third parties if we (in our sole discretion) have a good faith belief that the disclosure is:

- Permitted or required by law;
- Reasonably necessary to enforce our Terms of Use, Privacy Policy, and other legal agreements;
- Required to detect, prevent, or address fraud, abuse, misuse, potential violations of law (or rule or regulation), or security or technical issues; or
- Reasonably necessary in our discretion to protect against imminent harm to the rights, property, or safety of RME, our users, employees, members of the public, or our Services.
- We may also disclose data about you to our auditors and legal advisors in order to assess our disclosure obligations and rights under this Privacy Policy.

With Your Permission: with your consent, we may share data to third parties outside the scope of this Privacy Policy.

5. Security

We use appropriate security based on the type and sensitivity of data being stored. As with any internet-enabled system, there is always a risk of unauthorized access, so it's important to protect your password and to contact us if you suspect any unauthorized access to your account.

RME takes appropriate security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal data that we collect and store. These measures vary based on the type and sensitivity of the data. However, no system can be 100% secured, so we cannot guarantee that communications between you and RME, the Services, or any information provided to us in connection with the data we collect through the Services will be free from unauthorized access by third parties.



Privacy Policy for Real Medicine Enterprises

Your password is an important part of our security system, and it is your responsibility to protect it. You should not share your password with any third party, and if you believe your password or account has been compromised, you should change it immediately and contact privacy@realmedicineenterprises.org with any concerns.

6. Your Rights

You have certain rights around the use of your data, including the ability to opt out of promotional emails, cookies, and collection of your data by certain analytics providers. You can update or terminate your account from within our Services, and can also contact us for individual rights requests about your personal data.

6.1 Your Choices About the Use of Your Data

You can choose not to provide certain data to us, but you may not be able to use certain features of the Services. If you have any questions about your data, our use of it, or your rights, contact us at privacy@realmedicineenterprises.org

6.2 Accessing, Updating, and Deleting Your Personal Data

You can access and update your personal data that RME collects and maintains. To update data you provide directly, log into your account and update your account at any time. If you have any issues updating or terminating your account, email us at privacy@realmedicineenterprises.org

Please note: even after your account is terminated, some or all of your data may still be visible to others, including without limitation any data that has been (a) copied, stored, or disseminated by other users (including in course comment); (b) shared or disseminated by you or others (including in your shared content); or (c) posted to a third-party platform.



Privacy Policy for Real Medicine Enterprises

Even after your account is terminated, we retain your data for as long as we have a legitimate purpose to do so (and in accordance with applicable law), including to assist with legal obligations, resolve disputes, and enforce our agreements. We may retain and disclose such data pursuant to this Privacy Policy after your account has been terminated.

For your protection, we may require that your request be sent through the email address associated with your account, and we may need to verify your identity before implementing your request. Please note that we retain certain data where we have a lawful basis to do so, including for mandatory record-keeping and to complete transactions.

6.3 RME's Policy Concerning Children

We recognize the privacy interests of children and encourage parents and guardians to take an active role in their children's online activities and interests. Children under 13 (or under 16 in the European Economic Area) should not use the Services. Parents who believe that RME may have collected personal data from a child under those ages can submit a request that it be removed to privacy@realmedicineenterprises.org

7. Jurisdiction-Specific Rules

If you live in California, you have certain rights related to accessing and deleting your data, as well as learning who we share your data with. If you live in Australia, you have the right to make a formal complaint with the appropriate government agency. Users outside of the United States should note that we transfer data to the US and other areas outside of the European Economic Area.

7.1 Users in California

Users who are California residents have certain rights under the California Consumer Privacy Act, ("CCPA"). If you are an eligible California user, included in these rights are:



Privacy Policy for Real Medicine Enterprises

7.1 Users in California

Users who are California residents have certain rights under the California Consumer Privacy Act, (“CCPA”). If you are an eligible California user, included in these rights are:

“Right to Know” - You have the right to request to know more about the categories and specific pieces of personal information that we have collected about you and access a copy of your personal information.

“Right to Deletion” - You have the right to request deletion of personal information that we have collected about you.

“Right to Non-Discrimination” - If you choose to exercise any of your rights under CCPA, RME will treat you like all other users. In other words, there is no penalty for exercising your rights under CCPA.

To exercise any of these rights under CCPA, please email privacy@realmedicineenterprises.org

As part of the CCPA you may designate an authorized agent to make these requests on your behalf. For your protection, we may require that the request be sent through the email address associated with your account, and we may need to verify you and/or your agent’s identity before fulfilling your request.

Additionally, for more information about the personal information we collect and how we collect it, please see the sections above entitled “What Data We Get” and “How We Get Data About You.” To learn about the business and commercial purposes for which your personal information is collected and the categories of service providers who have access to your personal information, please see the sections above entitled “What We Use Your Data For” and “Who We Share Your Data With.”

Most importantly, per the CCPA, RME does not sell your personal information or the personal information of any of our users.



Privacy Policy for Real Medicine Enterprises

As a California resident, you also have the right to request certain details about what personal information we share with third parties for those third parties' direct marketing purposes. To submit your request, send an email to privacy@realmedicineenterprises.org with the phrase "California Shine the Light" and include your mailing address, state of residence, and email address.

7.2 Users in Nevada

RME does not sell its users' personal information or personal data. If you are a resident of Nevada, and would like to request that we do not sell your personal information, you can request to opt out of the sale of covered information by emailing privacy@realmedicineenterprises.org

7.3 Users in Australia

If you are an Australia resident and you have a complaint, you may refer it to the office of the Australian Information Commissioner ("OAIC"). You can contact OAIC by visiting www.oaic.gov.au.

7.4 Users Outside of the U.S.

Real Medicine Enterprises is a Delaware corporation, and in order to provide the Services to you, we must transfer your data to the United States and process it there. By visiting or using our Services, you consent to storage of your data on servers located in the United States. If you are using the Services from outside the United States, you consent to the transfer, storage, and processing of your data in and to the United States or other countries. Specifically, personal data collected in the United Kingdom ("UK"), Switzerland, and the European Economic Area ("EEA") is transferred and stored outside those areas.



Privacy Policy for Real Medicine Enterprises

That data is also processed outside of the UK, Switzerland, and the EEA by third-party service providers, including to process transactions, facilitate payments, and provide support services as described in Section 4. We have entered into data processing agreements with our service providers that restrict and regulate their processing of your data on our behalf. By submitting your data or using our Services, you consent to this transfer, storage, and processing by RME and its processors.

8. Updates & Contact Info

When we make a material change to this policy, we'll notify users via email, in-product notice, or another mechanism required by law. Changes become effective the day they're posted. Please contact us via email with any questions.

8.1 Modifications to This Privacy Policy

From time to time, we may update this Privacy Policy. If we make any material change to it, we will notify you through a notification posted on the Services, or as required by applicable law. Unless stated otherwise, modifications will become effective on the day they are posted. As permitted by applicable law, if you continue to use the Services after the effective date of any change, then your access and/or use will be deemed an acceptance of (and agreement to follow and be bound by) the revised Privacy Policy. The revised Privacy Policy supersedes all previous Privacy Policies.

8.2 Interpretation

Any capitalized terms not defined in this policy are defined as specified in RME's Terms of Use. Any version of this Privacy Policy in a language other than English is provided for convenience. If there is any conflict with a non-English version, you agree that the English language version will control.

If you have any questions regarding our Privacy Policy, please feel free to contact us at privacy@realmedicineenterprises.org



Cookie Policy for Real Medicine Enterprises

This Cookie Policy was last updated on August 1, 2020

Cookies are small text files stored by your browser as you browse the internet. They can be used to collect, store, and share data about your activities across websites, including on RME. Cookies also allow us to remember things about your visits to RME, like your preferred language, and to make the site easier to use.

We use both session cookies, which expire after a short time or when you close your browser, and persistent cookies, which remain stored in your browser for a set period of time. We use session cookies to identify you during a single browsing session, like when you log into RME. We use persistent cookies where we need to identify you over a longer period, like when you request that we keep you signed in.

Why does RME use cookies and similar technologies?

We use cookies and similar technologies to deliver, measure, and improve our services in various ways. We use these cookies both when you visit our site and services through a browser and through a mobile app. As we adopt additional technologies, we may also gather additional data through other methods.

We use cookies for the following purposes:

Authentication and security: To log you into RME. To protect your security. To help detect and fight spam, abuse, and other activities that violate RME's agreements



Cookie Policy for Real Medicine Enterprises

For example, cookies help authenticate your access to RME and prevent unauthorized parties from accessing your accounts. Cookies help us remember your preferred language or the country you're in, so we can provide content in your preferred language without asking each time you visit.

Analytics and research: To help us improve and understand how people use RME

Cookies help us test different versions of RME to see which features or content users prefer, web beacons help us determine which email messages are opened, and cookies help us see how you interact with RME, like the links you click on.

We also work with analytics partners, including Google Analytics, who use cookies and similar technologies to help us analyze how users use the Services, including by noting the sites from which you arrive. Those service providers may either collect that data themselves or we may disclose it to them.

To learn more about targeting and advertising cookies and how you can opt out, visit www.allaboutcookies.org/manage-cookies/index.html, or if you're located in the European Union, visit the [Your Online Choices site](#).

Please note that where advertising technology is integrated into the Services, you may still receive advertising on other websites and applications, but it will not be tailored to your interests.

When using mobile applications, you may also receive tailored in-app advertisements. Apple iOS, Android OS, and Microsoft Windows each provide its own instructions on how to control in-app tailored advertising. For other devices and operating systems, you should review your privacy settings or contact your platform operator.



Cookie Policy for Real Medicine Enterprises

What are my privacy options?

You have a number of options to control or limit how we and our partners use cookies:

Most browsers automatically accept cookies, but you can change your browser settings to decline cookies by consulting your browser's support articles. If you decide to decline cookies, please note that you may not be able to sign in, customize, or use some interactive features in the Services.

To get information and control cookies used for tailored advertising from participating companies, see the consumer opt-out pages for the [Network Advertising Initiative](#) and [Digital Advertising Alliance](#), or if you're located in the European Union, visit the [Your Online Choices site](#). To opt out of Google Analytics' display advertising or customize Google Display Network ads, visit the [Google Ads Settings page](#).

For general information about targeting cookies and how to disable them, visit www.allaboutcookies.org.

Updates & Contact Info

From time to time, we may update this Cookie Policy. If we do, we'll notify you by posting the policy on our site with a new effective date. If we make any material changes, we'll take reasonable steps to notify you in advance of the planned change.



