

July 6, 2023

Dear Tom Guy,

At Parsley Health, we are committed to protecting the privacy and security of your personal information. We are writing to notify you of a matter involving the use of third-party pixels, cookies, and similar tracking technologies which may have impacted your personal health information. This letter explains the issue, the measures we have taken, and the resources available to you.

What Happened? On December 14, 2022, Parsley Health discovered that personal health information may have been sent to a contracted partner via tracking technology installed on our website. We immediately disabled the tracking technologies, effectively ceasing all potential sharing of information to the partner.

Tracking technologies, like cookies and pixels, are frequently used on most of the internet's websites to gather information about users as they interact with the website.

After receiving communications from the partner, we began an extensive investigation into the use of trackers on our website. We disabled, reconfigured, and/or removed various trackers to prevent additional disclosures and altered data sharing agreements with tracking technology partners.

On May 8, 2023, our investigation confirmed that the use of trackers on our website resulted in the disclosure of your personal information. Please know that we have found no evidence that any personal information was misused as a result of the use of these trackers. However, we are providing this notice in accordance with HIPAA as well as our commitment to protecting users' privacy.

What Information Was Involved? Visitors to our website who used our Insights application on or after January 7, 2022 were impacted, and your personal information was disclosed to our partner. The disclosed information may have included your name, address, email address, phone number, and self-reported health-related information.

What Are We Doing? We want you to know that we take this incident and the privacy and security of your personal information very seriously. Upon learning of this incident, we disabled, reconfigured and/or removed various trackers to prevent any additional disclosures and altered sharing agreements with our tracking technology partners. In addition, we are reviewing our privacy and security practices and procedures. We have and will continue to take steps to enhance the privacy and security of our computer systems and the data we maintain.

What Can You Do? You can set your tracking technology preferences on your web browser. To find out what settings exist on your computer or device and how you can reject or delete tracking technologies, please visit www.aboutcookies.org. You can also choose to opt-out of all targeted advertising or manage your preferences by visiting the following:

- Association of National Advertisers opt-out registration: www.dmachoice.thedma.org
- Network of Advertising Initiative (NAI) opt-out: www.networkadvertising.org/managing/opt_out.asp
- Digital Advertising Alliance (DAA) opt-out: www.optout.aboutads.info
- Global Privacy Control: www.globalprivacycontrol.org

For More Information: We understand that you may have questions that are not answered in this letter. If so, please contact us at 1 (202) 831-2027, Monday - Friday, 12pm - 5pm Eastern Time, excluding major U.S. holidays.

We sincerely regret any inconvenience or concern this letter has caused you.

Sincerely,

Parsley Health