

Philips Lumify Privacy Notice

This Privacy Notice was last updated on October 29, 2020

Philips Lumify mobile application (“App”) when paired with a Philips Lumify transducer (“Device”) and used by a trained medical professional turns a smart device into a mobile ultrasound solution. This Privacy Notice is meant to help you understand our privacy practices when you use our services, including what data we collect, why we collect it, and what we do with it, as well as your individual rights.

This Privacy Notice applies to personal data collected or processed by the Device and/or the App, which is controlled by or under control of Philips Ultrasound, Inc. or any of its affiliates or subsidiaries (“Philips”, “our”, “we” or “us”).

Please note: The App does not collect any patient personal information. Any such personal data processed by the App during use will remain on the host smart device, or the user may transfer the data to a location which they specify.

As part of the services provided you may choose to register with Reacts (Technologies innovatrices d’imagerie inc). You will be asked to accept their terms and conditions and review their privacy notice so they may provide their own services to you.

What Personal Data are collected and for which Purposes

We receive or collect personal data, as described in detail below, when we provide our Services, including when you access, download, install the Device or the App and complete transducer registration. We may use this personal data to perform the Services requested by you as a contractual necessity, to operate, provide, improve, customize, support, and market our Services based on our legitimate interest, or to comply with a legal obligation to which we may be subject. If you do not want us to collect and process your personal data, you may not be able to use the Services.

Registration Data

We may collect your personal data when you download the App to register the transducer. The required data includes the institution’s name, zip code/location code, country and institution/contact email. You may also enter your contact name; doing so is not required to register the App.

- The personal data collected is used to ensure Philips can notify you or your institution in case of recalls or service updates specific to the device.

Device Data

We collect other data related to the device. This data includes: the Lumify App software version; the transducer serial number, and model; the model name and device identifier for the smart device which the App is downloaded onto for use with the transducer, along with the OS version running on that device; and the iOS Lumify Power Module serial number and firmware version.

- The data collected is used in the case of a recall, to identify configurations that may have a problem.

Cookies

We do not use cookies, tags or similar technologies in the App.

Customer support

You may provide us with information related to your use of our Services, including your interaction with Philips, and how to contact you so we can provide you customer support. We operate and provide our Services, including providing customer support, and improving, fixing, and customizing our Services. We also use your information to respond to you when you contact us.

Marketing

If you opt-in to receive promotional communications about Philips products, services, events and promotions that may be relevant to you, we may send you marketing and promotional communications via email, phone and other digital channels, such as mobile apps and social media. You may opt-out and unsubscribe from such communications at any time.

Permissions

The App may request your permission to access your phone or sensors (e.g. camera, Wi-Fi, geo-location, or Bluetooth) or other data (e.g. photos, agenda, or contacts) on your mobile device.

- We use such data only when it is needed to provide you the Services and only after you provided your explicit consent.
- Sometimes the permission is a technical precondition of the operating systems of your mobile device. In such case, the App may ask your permission to access such sensors or data, however we will not collect such data, unless when it is required to provide you the App Service and only after you provided consent.

With whom are Personal Data shared?

Philips may disclose your personal data to third party service providers, business partners, or other third parties in accordance with this Privacy Notice and/or applicable law.

Service Providers

We work with third-party service providers to help us operate, provide, improve, understand, customize, support, and market our Services.

We may share your personal data with the following service providers:

❖ IT and Cloud Providers

These service providers deliver the necessary hardware, software, networking, storage, transactional services and/or related technology required to run the App or provide the Services.

Philips requires its service providers to provide an adequate level of protection to your personal data similar to the level that we provide. We require our service providers to process your personal data only in accordance with our instructions and only for the specific purposes mentioned above, to have access to the minimum amount of data they need to deliver a specific service, and to protect the security of your personal data.

Other third parties

Philips may also work with third parties who process your personal data for their own purposes. Please read their privacy notices carefully as they inform about their privacy practices, including, what type of personal data they collect, how they use, process and protect them.

If Philips shares personal data with a third party that uses your personal data for their own purposes, Philips will ensure to inform you and/or obtain your consent in accordance with applicable laws before we share your personal data.

Philips sometimes sells a business or a part of a business to another company. Such a transfer of ownership could include the transfer of your personal data directly related to that business, to the purchasing company. All of our rights and obligations under our Privacy Notice are freely assignable by Philips to any of our affiliates, in connection with a merger, acquisition, restructuring, or sale of assets, or by operation of law or otherwise, and we may transfer your personal data to any of our affiliates, successor entities, or new owner.

Cross-border transfer

Your personal data may be stored and processed in any country where we have facilities or in which we engage service providers, and by using the Services you consent to the transfer (if any) of information to countries outside of your country of residence, which may have data protection rules that are different from those of your country. In certain circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in those other countries may be entitled to access your personal data.

If you are located in the EEA, your personal data may be transferred to our affiliates or service providers in non-EEA countries that are recognized by the European Commission as providing an adequate level of data protection according to EEA standards (the full list of these countries is available [here](http://ec.europa.eu/justice/data-protection/international-transfers/adequacy/index_en.htm) [http://ec.europa.eu/justice/data-protection/international-transfers/adequacy/index_en.htm]). For transfers from the EEA to countries not considered adequate by the European Commission, such as United States, we have put in place adequate measures, such as our Binding Corporate Rules for Customer, Supplier and Business Partner Data and/or standard contractual clauses adopted by the European Commission to protect your Personal Data. You may obtain a copy of these measures by following the link above or by contacting privacy@philips.com.

How long do we keep your data?

We will retain your personal data for as long as needed or permitted in light of the purpose(s) for which the data is collected. The criteria we use to determine our retention periods include: (i) the length of time you use the App and Services; (ii) whether there is a legal obligation to which we are subject; or (iii) whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations).

Your choices and rights

If you would like to submit a request to access, rectify, erase, restrict or object to the processing of personal data that you have previously provided to us, or if you would like to submit a request to receive an electronic copy of your personal data for purposes of transmitting it to another company (to the extent this right to data portability is provided to you by applicable law), you may contact us at [contact form](#). We will respond to your request consistent with applicable law.

In your request, please make clear what personal data you would like to access, rectify, erase, restrict or object to its processing. For your protection, we may only implement requests with respect to the personal data associated with your account, your email address or other account information, that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable.

Please note that if you make use of (some of) your choices and rights, you may not be able to use, in whole or in part, of our Services anymore.

We protect your personal data

We take seriously our duty to protect the data you entrust to Philips against accidental or unauthorized alteration, loss, misuse, disclosure or access. Philips uses a variety of security technologies, technical and organizational measures to help protect your data. For this purpose we implement, among others, access controls, use firewalls and secure protocols.

Changes to this Privacy Notice

Our Services may change from time to time without prior notice to you. For this reason, we reserve the right to amend or update this Privacy Notice from time to time. When we update this Privacy Notice, we will also update the date at the top of this Privacy Notice.

We encourage you to review regularly the latest version of this Privacy Notice.

The new Privacy Notice will become effective immediately upon publication. If you do not agree to the revised notice, you should alter your preferences, or consider stop using our Services. By continuing to access or make use of our Services after those changes become effective, you acknowledge that you have been informed and agree to the Privacy Notice as amended.

Contact Us

If you have any questions about this Privacy Notice or about the way Philips uses your Personal Data, please contact our Data Protection Officer via our [contact form](#) or at the below address. Alternatively, you have the right to lodge a complaint with a supervisory authority competent for your country or region.

Philips
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1096 BC, Amsterdam, The Netherlands.