

Consumer Health Data Privacy Policy (WA)

Hollister Incorporated and its subsidiaries around the world, including the entity identified in the section Contact Information below (such entity referred to as “Hollister”, “we”, “our” and “us”), are committed to protecting and safeguarding the privacy of our end-users. This Consumer Health Data Privacy Policy (“Policy”) applies to Washington State residents and provides information about how we may process Consumer Health Data (defined below) that may be provided to us, in particular in connection with the use of this website (and all of its related subsites) (“Website”) or when an end-user or other third parties interact with us directly, such as by calling or emailing for the provision of our products or services.

For this Policy “Consumer Health Data” means personal information that is linked or reasonably linkable to a consumer and that identifies the consumer’s past, present, or future physical or mental health status. Physical or mental health status includes, but is not limited to:

- Individual health conditions, treatment, diseases, or diagnosis.
- Social, psychological, behavioral, and medical interventions.
- Health-related surgeries or procedures.
- Use or purchase of prescribed medication.
- Bodily functions, vital signs, symptoms, or measurements.
- Diagnoses or diagnostic testing, treatment, or medication.
- Gender-affirming care information.
- Reproductive or sexual health information.
- Biometric data.
- Genetic data.
- Precise location information that could reasonably indicate a consumer’s attempt to acquire or receive health services or supplies.
- Data that identifies a consumer seeking health care services.

1. Contact Information

The entity responsible for this Consumer Health Data Privacy Policy is Hollister Incorporated, 2000 Hollister Drive, Libertyville, Illinois 60048.

If you have any questions, comments, or concerns about or in connection with this Policy, please contact:

Chief Data Protection Counsel
2000 Hollister Drive, Libertyville, Illinois, USA, 60048
1-847-680-2800
privacy@hollister.com

2. Consumer Health Data We Collect

As part of the personal information, we may collect, receive, or process (as described in the Hollister US Privacy Notice) Consumer Health Data. This generally includes:

- **Biographical and demographic information** to the extent related to your physical health status, diagnosis, disease, or treatment.
- **Information about your health-related conditions, treatment, diseases, or diagnoses** in connection with the use of Hollister products and services and conducting certain types of research activities (e.g., market research).

- **Information about health-related surgeries or procedures** that you may have had in the past, to the extent needed for providing you with Hollister products and services.
- **Information about your bodily functions, vital signs, symptoms, or measurements** to the extent needed for providing you with Hollister products and services.
- **Records of your communications and other requests.** For example, if you email, call, or otherwise communicate with Hollister (e.g., when you fill out a form on our website or sign up to receive information about our products, services, promotions, and other direct marketing campaigns).
- **Registration information.** When you register for Secure Start Services.
- **Precise location information** that could reasonably indicate your attempt to acquire or receive Hollister products and services.
- **Information we may collect via automated means or derive about you,** which could include inferences about your health or medical status derived or extrapolated from non-Consumer Health Data. Such information may include your device and browser information, activities, and usage data about your use of Hollister’s products or services, and location information derived from your IP address or (with your permission) your mobile device.

3. Sources of Consumer Health Data

Hollister collects your Consumer Health Data from the following sources:

- **Consumer Health Data that we collect from you directly:** when you use the Hollister Website (e.g., filling out our enrollment form for the Secure Start Services) or when you interact with us directly, such as by calling or emailing us.
- **Consumer Health Data from third-party sources:** healthcare providers and/or healthcare professionals.
- **Consumer Health Data collected from devices:** information automatically collected when you contact or visit Hollister, such as call recordings and CCTV footage, data from cookies, web beacons, and similar technologies when you use the Hollister Website, open or click on emails we send you, or interact with our advertisements.

4. Why We Collect and Use Consumer Health Data

We may collect and use your Consumer Health Data for the following purposes:

- To provide you with products and services.** To provide you with samples of our products and services if requested by you through forms provided in sections of this Website and/or in other contexts, such as when calling end-user service or attending an event. This service may also include advice and/or recommendations regarding our products and services, including follow-up calls to see how the samples worked for you. We also use your Consumer Health Data in this context for market analysis purposes.
- To respond to your requests regarding our products and services.** To respond to your questions, requests, and inquiries regarding our products and/or services made through forms provided in sections of this Website and/or in other contexts, such as when calling end-user service or attending an event.
- Analytics and end-user research.** When you visit the Website, Hollister may collect Consumer Health Data for the performance of analytics and conduct end-user research related to the use of the Website, including general market research or surveying our end-users’ needs and opinions on specific issues, generating traffic patterns, and analyzing advertising effectiveness, both on an anonymous basis (e.g., by aggregating data) or on an individual basis to tailor our Website and our services and products to the needs of our end-users.
- To provide you with information about our products and services (direct marketing).** To communicate with you about products and services that may be of interest to you performed through traditional mail, email, and newsletter channels, including periodically sending promotional

materials on products, services, and promotions of Hollister products (direct marketing) as requested by you through forms provided in sections of this Website and/or in other contexts, such as when calling end-user service or attending an event.

At any time, you can decide to stop receiving this type of communication by contacting us as provided in Sections 1 and 6.

- v. **To request that you provide us with information about yourself, or about our products and services.** To contact you to ask you questions about our products and/or services, including for participation in surveys, product or service evaluations, and/or clinical trial activities as permitted by you through forms provided in sections of this Website and/or in other contexts, such as when calling end-user service or attending an event. Depending on the individual case, we may also ask you to share your experiences, including personal stories and case studies. The information you share will be used for the following purposes: product design and development, internal and external marketing, and training/education.
- vi. **To identify potential business opportunities.** To evaluate and perform certain business opportunities, including new product development ideas and potential business, product, or service acquisitions as identified by you through forms provided in sections of this Website and/or in other contexts such as by contacting us directly.
- vii. **To comply with applicable laws and to establish, exercise, and/or defend legal claims.** In some cases, we are required to process Consumer Health Data in compliance with legal obligations, prevent unlawful uses of the Website, resolve disputes, protect our property rights, enforcement of our agreements, and establish, exercise, and defend legal claims.

5. Third Parties with Which We Share Consumer Health Data

We may share certain Consumer Health Data for the purposes described in this Policy with:

- Other Hollister companies in our corporate group (a list of such companies can be found [here](#)).
- Third-party service providers who process data on our behalf as necessary for the provision of products and services (if you are an end-user, in some cases this may include your nurse, doctor, healthcare product supplier, or other healthcare professional to help them address your condition), and
- Governmental authorities, courts, external advisors, and similar third parties as required or permitted by applicable law.

Any access to your Consumer Health Data at Hollister is restricted to those individuals who need to know it to fulfill their job responsibilities.

6. Your Privacy Rights

As a Washington state resident, you have the following privacy rights with respect to Hollister's use and disclosure of your Consumer Health Data:

- **Right to Know:** You have the right to confirm whether Hollister is collecting, sharing, or selling your Consumer Health Data.
- **Right to Access:** You have the right to access your Consumer Health Data, including a list of all third parties and affiliates with whom Hollister has shared your Consumer Health Data and an active email address or other online mechanism that you may use to contact these third parties.

- **Right to Delete:** You can request the deletion of your Consumer Health Data held by Hollister.
- **Right to Withdraw Consent:** To the extent consent has been obtained to collect or share your Consumer Health Data, you have the right to withdraw consent.

To exercise any of these rights or seek clarification, please contact us through the designated channels provided in Section 1 of this Policy. We will respond to such requests within 45 days from when we receive such request. Please note that verifying your identity may be necessary to process certain requests, and we may require specific information to do so. You may only make a data access disclosure request twice within 12 months.

If you request an appeal of a denial of rights under the Washington My Health My Data Act and the appeal is denied, you may raise a concern or lodge a complaint with the Washington State Attorney General at www.atg.wa.gov/file-complaint

Effective Date: June 2024