

Privacy Policy

Website www.icuflorence.com is operated by Critical Perfusion Inc. (“CPI”) in collaboration with Alandra Medical, S.A.P.I. de C.V. (“Alandra Medical”) from Mexico City.

This Privacy Policy (the “Policy”) its made known in accordance to Articles 16 and 17 of the Federal Law on the Protection Of Personal Data held by Private Individuals (*Ley Federal de Protección de Datos Personales en Posesión de los Particulares*) hereafter, the “Act”. The Act has the purpose to protect confidential information owned by individuals, as well as control the use of information, guaranty the privacy and the rights of every person as user of the web page property of CPI and/or Alandra Medical.

Pursuant to the above, You will have full control and decision over your Personal Data. We thus advise you to read through the following information.

I. DEFINITIONS

Cookies: a message, or segment of data, containing information about a user, sent by a web server to a browser and sent back to the server each time the browser requests a web page.

Personal Data: Any information about You.

Sensitive Personal Data: Those Personal Data concerns intimate matter of its owner, or whose misuse could give rise to discrimination or entail a serious risk to the original owner. Specifically, are considered as sensitive those who can reveal aspects such as racial or ethnic origin, present and future health status, genetic information, religious, philosophical and moral beliefs, union affiliation, political opinions, sexual preference, among other.

ARCO Rights: The rights of access, rectification, cancellation and objection (ARCO rights) set forth in article 22 of the Act.

IP address: Is a unique address that identifies a device on the Internet or a local network. It allows a system to be recognized by other systems connected via the Internet protocol.

GET/POST: They are “php” programming language methods used for sending and receiving data.

Act: Federal Law on the Protection of Personal Data held by Private Individuals.

Logs: A record of computer activity used for statistical purposes as well as backup and recovery. Log files are written by the operating system or other control program for such purposes as recording incoming dialogs, error and status messages and certain transaction details. Start and stop times of routine jobs may also be recorded.

You: Individual owner of the Personal Data and Sensitive Personal Data (if applicable)

Person in charge of Data Protection: Critical Perfusion Inc. and Alandra Medical, S.A.P.I. de C.V., who will be in charge of the Data Protection (Personal Data and Sensitive Personal Data – if applicable -).

II. PERSON RESPONSIBLE OF DATA PROTECTION

Critical Perfusion Inc, a duly organized and existing company under the laws of State of Delaware, United States of America, and Alandra Medical, S.A.P.I. de C.V. a duly organized and existing company under the laws of Mexico City, United Mexican States. Both companies are bound to protect the Personal Data and Sensitive Personal Data provided by You through the site.

III. INFORMATION AND PERSONAL DATA TREATMENT

For the fulfillment of the purposes of this website, such as the distribution, broadcasting, use and exchange of articles related to the medical device www.icuflorence.com (either directly through the site, of the applications for mobile devices with the logo of CPI and/or Alandra Medical or any social networks); as well as any informative element that indicates the results of the device, sending newsletters about the site (Newsletter); the use of interactive tools available on the same website; the sale of advertising spaces, among others, may require the following Personal Data, such as:

- First name
- Last name
- Email
- Birthday
- Sex

Furthermore, it is possible that website require You to provide additional data such as Country, State and Educational Level, as well as the full name and email of the person who recommended this website. These data will be collected directly, through the registration made on this site. CPI and/or Alandra Medical at any time shall

request You to provide Sensitive Personal Data. Neither do they request financial or patrimonial data.

CPI and Alandra Medical will be responsible for the use that is given to your Personal Data, as well as the protection to such data. For this purpose, CPI and Alandra Medical implement technical, administrative and physical security measures determined in the Act's Regulations to protect your Personal Data against any damage, partial or total loss, modification, alteration, handling, destruction or use, access, treatment or unauthorized safeguard, either in digital or physical file.

As owner of the Personal Data collected, You have the right to limit the use and disclosure by sending a request to the email info@alandramedical.com, provided that, in accordance with the "Principle of Purpose" set forth in Act and its Regulations, said limitation of use and disclosure is justified and does not exceed the scope of the purposes indicated in Section IV of this Policy.

You can make use of the rights of Access, Rectification, Cancellation and Objection (ARCO rights) of your Personal Data, in accordance with the provisions set forth in Act, through email indicating full name and Personal Data about which seeks to exercise any of the rights indicated. After receiving your request, all notifications will be sent to You by the provided email address for registration on the site or, failing that, by the means indicated in your request.

As a registered user of www.icuflorence.com, you also have the right to revoke the authorization you granted on the corresponding registration You made on the site, by request sent by email.

Also, at any time you can notify us that you wish to stop receiving newsletters (Newsletter) from www.icuflorence.com.

The requests must be sent to the email indicated at the end of this Policy.

In addition, when You enter to the site, a session cookie is used. This is exclusive to the website and at any moment does it share such information with a third party.

However, in the operation of www.icuflorence.com, inter-site cookies are used when You enter through social networks or through the links from social networks. Therefore, the connection to the site through social networks is governed by the privacy policies of the latter.

In any case, you can disable cookies in the configuration options of your browser, according to the corresponding manual. However, they cannot be deactivated by their operation mode, tools and links to social networks on the website.

CPI and Alandra Medical may collect information of audience preferences on the site, through computer tools described in the Definitions section. The cookies used are intended to identify behavior given to the site, as well as identify the regular users of the same, which should not be understood in any way, such as collecting the user's Personal Data; This information is completely anonymous.

The logs of the site www.icuflorence.com, are only used to create statistics of use (anonymous) and protect the site against any attack (detection of intruders, directed attacks on ports, etc.), and they are not shared with any third party. On this website the logs of the following data are kept:

- IP address
- User connected ID
- Visited page
- GET/Post Variables
- Cookies sent by the client and referenced site

IV. PURPOSE OF DATA PROCESSING

Your Personal Data may be used for the following purposes: (i) comply with the corporate purpose of CPI and/or Alandra Medical; (ii) prepare statistical studies, programs, reports and projects inherent to the activities of CPI and/or Alandra Medical; (iii) send communications of any type concerning CPI and/or Alandra Medical, specifically, regarding medical devices developed during the social life of each of the companies; (v) establish communication and contact with You, as the owner of Personal Data and; (vi) generate improvements in the website owned by CPI in collaboration with Alandra Medical (www.icuflorence.com) and/or in any other site indicated for that purpose by CPI and / or Alandra Medical.

Personal Data treatment will be limited to compliance with the purposes set forth in this Policy and for different purposes that are compatible or analogous to those established in said Policy, without this being necessary to obtain your consent again.

By making this Policy available to You and without any opposition submitted by You, it will be understood, in accordance with Article 8 of the Act, that You grant to person responsible of data protection your consent to carry out the processing of the Personal Data that has been provided for any of the purposes set forth in this Policy, and/or provided in the future, either personally or through agents, promoters, commission agents or business partners, as well as any electronic, optical, sound, audiovisual or through of any other technology or mean operated or managed by CPI and/or Alandra Medical.

The express consent for the Personal Data processing will not be necessary when its management has the purpose of fulfilling obligations from a legal relationship between You and the Responsible, nor in the other cases set forth in Article 10 of Act. The foregoing does not prejudice the power that You have for the exercise of ARCO Rights in terms of the Act.

CPI and Alandra Medical informs that any communication sent by unprotected email through Internet can be subject to interception, theft, loss or possible alterations, in which case You cannot demand from the Responsible any compensation for any damage resulting from the interception, theft, loss or alteration.

V. MEANS TO EXERCISE ARCO RIGHTS

You, on its own right or through your legal representative, may exercise the rights of access, rectification, cancellation and opposition against CPI and Alandra Medical.

For abovementioned, You or your legal representative shall make this request by written notice that contains at least the following information and/or documentation:

1. Name and address of the owner or any other means to receive the response (if the owner omits the address or any other means to contact, the request will be considered not received).
2. Clear description of Personal Data respect to which the owner seeks to exercise any of the rights.
3. Where appropriate, other elements or documents that facilitate the location of Personal Data.
4. Your current official Identification (according to the federal or national entities from each country);
5. In cases where the exercise of ARCO Rights is carried out through its legal representative, it must provide (i) valid official identification of the legal representative, and (ii) the corresponding power of attorney; and
6. In the cases of the right of rectification, documentation that proves the requested change in accordance with the data to be rectified must be included.

The corresponding response will be sent to You within 20 (twenty) business days following the date on which the request was received. The Responsible may extend this term up to 20 (twenty) additional business days, when the case so deems appropriate, prior written notice to You.

The response to the request will be communicated to You through the email provided by your request or by sending postal mail to the address indicated for this purpose in your request.

Delivery of the Personal Data, in case of exercise of the right of access, will be free, and You must cover only the justified shipping costs or the cost of reproducing copies or other formats. However, if you repeat your request in a period of less than twelve months, costs will be those indicated in Act, unless there are substantial modifications this Policy that motivate further consultations.

For any doubt or clarification regarding the procedure established to exercise the ARCO Rights, please send an email to atencion@ifai.org.mx.

VI. TRANSFER OF DATA

The Responsible (CPI and Alandra Medical) is fully committed to care the compliance with all the legal principles of protection in relation to the transfer of the Data provided by You. Likewise, Responsible expresses its commitment to respect the present Policy at all times by the natural or legal persons to whom the provided Data may be transferred.

The Responsible (CPI and Alandra Medical) may transfer the Data between the subsidiary companies and all their affiliates for the purposes indicated in Section IV of this Policy, as well as third parties with whom they enter into any type of agreement.

National or international data transfers may be carried out without your consent, provided that (i) the transfer is made to controlling, subsidiary or affiliated companies under the control of the Responsible Party, or; (ii) it is made to a parent company or to any company of the same group of the Responsible that operates under the same processes and internal policies, or (iii) is necessary under an agreement entered into or to be celebrated in your interest, by the Responsible and a third; or (iv) when the transfer is necessary for the maintenance or fulfillment of a legal relationship between the Responsible and You.

VII. CHANGES TO THE PRIVACY NOTICE

CPI and Alandra Medical reserve the right to make changes regarding this Policy. These changes will be announced through the website www.icuflorence.com or the site that will replace it.

Furthermore, You have the right to object to the treatment of your Personal Data in case you do not agree with the modifications that this Policy may present. To exercise your right of opposition, you must send a request for the exercise of ARCO Rights, in accordance with the provisions of section V of this Policy.

We inform you that the National Institute of Transparency, Access to Information and Protection of Personal Data (Nacional de Transparencia, Acceso a la Información y Protección de Datos Personales – INAI – a Mexican Institute) is the competent authority to resolve any conflict arising from the Act. For more information, please consult the INAI website: <http://inicio.ifai.org.mx/SitePages/ifai.aspx>.

Person Responsible of Data Protection: CPI and Alandra Medical, S.A.P.I. of C.V.

For any questions and/or clarification please contact us through email to: info@alandramedical.com.

Mexico City, November 29, 2017.