

Higher Health is committed to keeping the Personal Information of its users private and secure. This Privacy Policy describes what Personal Information Higher Health collects from users of its website, HigherHealthOklahoma.com, its applications, including any branded applications used by Higher Health's Clients (collectively referred to throughout as "Higher Health", the "website," "us," "our" and "we"), when Higher Health's Clients provide it with Personal Information of their customers, and how Higher Health uses that Personal Information.

"Clients" as used in this policy means the retail stores, merchants, manufacturers, and similar cannabis industry companies that use Higher Health's website and applications to document transactions and customer interactions and communicate with their customers, including through certain Client-branded applications operated by Higher Health.

"Personal Information" as used in this policy means information that relates to and identifies a natural person, and as defined by any applicable privacy laws. If you have any questions or comments regarding this Privacy Policy, please contact us at amber@HigherHealthOklahoma.com.

Changes to Our Privacy Policy

We may make changes to the Privacy Policy from time to time. We will notify you of any material changes by posting a notice on our website or in our applications when appropriate. Please review any changes to our Privacy Policy carefully to ensure you understand our practices and procedures.

Information We Collect and Receive

We collect Personal Information about you when you communicate with one of our Clients that uses Higher Health's website and applications, when one of our Client's provides us with information when using our website and application, and when you communicate with us directly through email, telephone, website form, or otherwise. The Personal Information we collect includes:

- Name, phone number, birthdate, and other contact information, purchase information including products, product types, volume and price of purchase, and time and manner of purchase when provided to Higher Health's Clients through Higher Health's applications or website or when provided to Higher Health by a Client directly.
- Messaging information including your phone number and email address, your consent or acceptance of receiving certain messages, and the content of messages sent to or by you, when provided by you or a Client that you have provided such information to if the Client adds it to our website or applications.
- Loyalty rewards points and similar information concerning any loyalty programs you participate in through one of Higher Health's Clients.
- General usage information associated with your use of the Higher Health's website and applications including access times, IP address, page views, and similar usage information.
- Web and application usage and analytics information including those collected through the analytics services listed below.
- Any other information you send to use through communications including email, telephone, website form, or otherwise.

Cookies. The website uses cookies to collect information about how you use the website. A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the website again, the cookie allows that website to recognize your browser. Cookies may store unique identifiers, user preferences, and other information. You can set your browser to refuse all cookies or to indicate when a cookie is being sent, however, some website features or services may not function properly without cookies. Third party cookies and analytics that Higher Health uses on its website and applications include:

1. Google Analytics, a web analytics service provided by Google, Inc. Google Analytics uses cookies to help us analyze how users use our site and enhance your experience when you use our website. [More information on how Google uses this data.](#)
2. Facebook Ads and Connect, an advertising network provided by Facebook, Inc., that allows us to serve ads to people within our network. [More information on how Facebook uses this data.](#)
3. LinkedIn Ads and analytics, to service ads and analyze how our users find our website. [More information on how LinkedIn uses this data.](#)
4. Hubspot, for marketing and analytics concerning our website. [More information on how Hubspot uses this data.](#)

Do Not Track Signals. This website does not respond to Do Not Track (“DNT”) signals. Third party applications and plugins, such as social media integration, may treat DNT signals differently.

No Information From Children Under Age 18. Higher Health's website, services, and applications are not directed to children or any person under the age of 18. If we learn that we have collected Personal Information from a child under the age of 18, we will promptly delete that information. If you believe we have collected Personal Information from someone under age 18, please email us at amber@HigherHealthOklahoma.com.

How We Use Your Personal Information

Higher Health provides operational, messaging, loyalty, and data analytics and applications to its cannabis industry Clients. The Personal Information that Higher Health collects on behalf of and from its Clients is used to support its operations and services, including:

- General Operations and Applications. Developing, improving, and performing the application and analytics services as directed by Clients, including sending and monitoring promotional and order related messages, offering and tracking loyalty programs, providing cross-platform usage analytics and managing customer-related data storage and access.
- Customer Analytics. Analysis and tracking of customer site and application usage including research, analysis, and inferences concerning Client's customer behavior and potential purchases.
- Loyalty Programs. Keeping records of Client customer purchases and rewards for Client administered loyalty programs and redemptions.
- Messaging. We use Personal Information to allow Clients to send messaging and promotional communications and to monitor engagement and opt-outs with those communications.
- Anonymous Analytics. We use information collected to produce anonymized data and analytics.
- Access Information: we use the log-in and usage information we collect to ensure secure access to our applications services, answer usage requests for our Clients and their employees, to maintain the security and integrity of our systems and prevent unlawful use and access, and to troubleshoot and improve our services.
- Business Contacts: we use the contact information we collect about our professional contacts for business communications regarding Higher Health and its services.
- Other: For all website visitors, we use your Personal Information to improve and maintain our website, applications and services.

When We Disclose Information

Disclosure of Client Information. The majority of Personal Information Higher Health collects is from or on behalf of Clients that use Higher Health's applications and services with their websites and businesses. Information, including customer and employee Personal Information, usage information, and other data and statistics, that are collected from or on behalf of a Client are generally disclosed to and controlled by that Client. Please review the Client's privacy notice for any information about how

they use or disclose your Personal Information. This Privacy Policy does not apply to any other parties', including Higher Health Clients', use or disclosure of any Personal Information.

Disclosures for Legal Requirements. We may disclose Personal Information to respond to legal requirements, to protect or enforce our rights and policies, to protect or enforce the rights of a third party, to prevent harm to a person or as required or permitted by law, including, without limitation, to comply with a subpoena or court order.

Disclosure of Non-Personal Information. We may disclose anonymized or de-identified information to any party including potential business partners, advertisers, investors, users, and other third parties.

Disclosure to Corporate Affiliates and Successors. Higher Health may disclose Personal Information and other data to its parent, subsidiaries or other affiliates, if any. If Higher Health is part of a merger, acquisition, reorganization, sale of some or all of its assets, or similar transaction, or takes steps in contemplation of such transactions (e.g., due diligence), Personal Information and other data may be shared or transferred with a new or prospective owner, subject to standard confidentiality agreements.

Disclosure With Your Consent. In addition to the sharing described elsewhere in this Privacy Policy, we may share Personal Information with third parties if we obtain your consent to do so.

Disclosure to Subprocessors. We engage third party service providers, also called subprocessors, to assist in providing data storage, website hosting, analytics, and other services. Personal Information is hosted on their servers and services on our behalf and is kept confidential and limited to Higher Health's use. A list of our current subprocessors is available upon request by emailing amber@HigherHealthOklahoma.com.

Storage and Retention

Your Personal Information is stored by Higher Health on our servers and on the servers of the cloud-based data storage providers it engages. Higher Health retains Personal Information for the duration of our business relationship with Clients, for the purposes indicated in this Privacy Policy, and for such other periods as required by law, which may be indefinitely.

Third Party Websites

You may be able to access third party websites directly from this website. This Privacy Policy does not apply when you access third party websites. We cannot control how third parties may use any information you disclose to them, so you should carefully review the privacy policy of any third party website you visit before using it or disclosing your information to its provider.

Questions and How To Contact Us

If you have any questions or concerns regarding our Privacy Policy or practices, or otherwise need to contact us regarding your Personal Information, please contact our Data Protection Officer by emailing amber@HigherHealthOklahoma.com.