

At MedPlan, your privacy is a top priority. We are committed to ensuring that any personal information we collect is processed and protected in accordance with applicable privacy laws.

In this Privacy Notice, "we" or "us" refers to **MedPlan**. This document provides key information about the personal information we collect when you visit www.airwavescommunity.ca, why we collect it, and how we use it.

We encourage you to review this Privacy Notice carefully, as it explains your rights regarding the use of your personal information. If you follow links to third-party websites or services from our site, please be aware that those parties may have their own privacy policies, and we are not responsible for their practices or content.

Should you have any questions about how we handle your personal information, you can contact our [Privacy Officer](#) at any time.

When and how do we collect your personal information?

We will only collect and use your personal information where legally permitted. This may include situations where:

- You have given us your consent;
- It is necessary to fulfill legal obligations.

You may provide us with personal information through various methods, such as:

- Communicating with us or the community, including via discussion forums;
- Signing up for an account;
- Posting comments on our website;
- Engaging with us for other purposes.

By providing personal information through our website or services, you agree to its use as outlined in this Privacy Notice. In certain cases, we may explicitly request your consent, such as for signing up for newsletters.

What personal information do we collect?

We may collect various types of personal information, including:

- Contact and identification details (e.g., name, email address);
- Professional information (e.g., title, position, company name);
- For healthcare practitioners, details such as your province or territory, specialty, and areas of interest;
- Electronic identification data for website access (e.g., login credentials, IP address, cookies, system activity logs);
- Device and browser details (e.g., operating system, browser type, screen resolution);
- Website usage data (e.g., pages visited, time spent on the site, searches conducted);
- Any information and any contribution you voluntarily provide when interacting with our site.

Why do we use your personal information and on what basis?

Legal basis for processing

We only process your personal information when we have a lawful reason to do so. This includes:

- When we have obtained your explicit consent;
- When processing is necessary to comply with legal or regulatory obligations;
- When processing is required to fulfill legitimate business interests that do not override your rights.

If you wish to withdraw your consent or learn more about your rights, please contact our [Privacy Officer](#).

Purposes of processing

We always process your personal information for specific purposes and ensure that the information collected is relevant to achieve those purposes. These include:

- **User management:** Managing user registrations, accounts, responding to inquiries, and providing technical support.
- **Website improvement:** Diagnosing server issues, optimizing website functionality, and enhancing user experience.
- **Usage analytics:** Measuring website usage, creating traffic statistics, and analyzing user behavior and preferences.
- **Personalization:** Improving and tailoring your experience, such as remembering your preferences or providing content suited to your interests.
- **Access control:** Managing access to restricted sections of the website.
- **Product and service development:** Enhancing the quality of our offerings and expanding business activities.
- **Fraud prevention:** Monitoring and preventing misuse, fraud, or infringement.
- **Compliance with requests:** Responding to official inquiries or requests from public or judicial authorities as required.
- **Legal and regulatory compliance:** Protecting the company's interests by complying with laws, regulations, and corporate policies, including managing allegations of misconduct, conducting audits, handling tax matters, and defending against litigation.
- **Archiving and record-keeping:** Maintaining records for operational, legal, or historical purposes.
- **Other legal obligations:** Addressing requirements imposed by law or relevant authorities.

These activities are carried out in compliance with applicable data protection laws and regulations.

If you wish to withdraw your consent or learn more about your rights, you can contact our [Privacy Officer](#) or delete your account from the "Account settings" page.

Who has access to your personal information?

We will not sell, share, or otherwise transfer your personal information to third parties other than those indicated in this Notice.

Your personal information may be shared with:

- Our personnel;
- Service providers acting on our behalf (e.g., IT systems, consultants), including Bettermode, which powers the infrastructure for the virtual community;
- Program sponsors, including **GSK**, whose access will be limited to the Medical Education team for awareness purposes only;
- Legal or regulatory bodies when required.

We ensure these parties are contractually obligated to maintain the confidentiality and security of your data.

Will your information be transferred outside of your province or country?

Your personal information will be processed or stored in Canada and the United States. When transferring data, we ensure compliance with applicable laws by:

- Maintaining protection levels required by local regulations;
- Following internal policies and binding corporate rules for intra-group transfers.

How do we use cookies and similar technologies?

We may collect data through cookies or similar technologies to analyze website usage, improve functionality, and tailor content to your preferences. You can choose to disable cookies. Note that declining cookies may affect certain functionalities of this website.

How do we protect your personal information?

We use technical and organizational measures to safeguard your personal information against unauthorized access, alteration, or loss. These measures are tailored to the sensitivity of the data and the risks involved.

Additionally, we ensure that:

- Only necessary personal information is collected and processed;
- Data is kept accurate and up to date;
- Any sensitive information provided is handled with strict confidentiality.

How long do we retain your personal information?

We will retain your information for a maximum of 5 years, unless you request its deletion.

What are your rights and how can you exercise them?

You have rights regarding your personal information, including:

- Being informed about what data we hold and how we use it;
- Restricting the processing of your personal information;
- Objecting to the processing of your personal information;
- Deleting your personal information;
- Requesting a copy of your personal information;
- Requesting access, correction, or updates to your data;
- Requesting the transfer (portability) of your personal information to another system in a machine-readable format;
- Withdrawing your consent at any time, though this may limit certain services we provide.

For assistance, contact our [Privacy Officer](#).

How will you be notified of changes to this Privacy Notice?

We may update this Privacy Notice periodically. Significant changes will be communicated in a way that ensures you are informed. Please review the Privacy Notice from time to time to stay updated.

How can you get in touch with us?

Our [Privacy Officer](#) is available to answer any questions or address concerns regarding this Privacy Notice. You can reach out to us at any time.