

## Kodak Alaris Partner Program Privacy Policy

Kodak Alaris and its Affiliates (collectively “Kodak Alaris”) are committed to protecting your privacy online. Our pledge is to safeguard any personal information that you provide us, and to make certain we use this information only as you choose. If you are accessing our services from within the European Economic Area, they are provided by Kodak Alaris Limited; if you are accessing the services from outside the European Economic Area they are provided by Kodak Alaris, Inc. (each individually “Kodak Alaris”).

### Scope of This Notice

The goal of this Privacy Notice is to advise you of how we use your personal information that we collect when you join the Alaris Partner Program (the “Program”) and use the Alaris Partner Portal (the Portal”). This Privacy Notice also describes the choices you have regarding how this information is used.

### In Brief

- In order to maintain our relationship and serve you as our Customer/Partner, we have to collect personal information from you. We will only use this information for the purposes described herein and may not be able to facilitate your membership in the Partner Program without it.
- Upon receipt of your request, your personal information will be purged from our systems within 90 days, except for sales transaction records, which will be retained in order for us to complete financial reports and purged when no longer needed for that purpose.
- We will not share your personal information with any third parties except for those entities that process data for us as part of our sales fulfillment, marketing fulfillment and/or sales data cleanup, and with which we have established a Data Protection Agreement.
- In the processing of your information, we may need to transfer your personal data to an entity in a third country. We will only conduct such transfers where we have enacted Standard Data Protection Clauses with the processor to help ensure adequate safeguards with respect to the protection of your privacy and fundamental rights and freedoms.
- You have the right to lodge a complaint with a supervisory authority
- You have the right to request access to and rectification or erasure of your personal data that we hold, or to restrict our processing of your data and to object to further processing. If you object to or restrict our processing of your information, it may prevent us from fulfilling your sales transactions and/or partner program benefits. You may also request that we provide you with a copy of any personal data of yours in our possession.

Please direct any such requests to our Data Protection Officer (DPO) at:

*dpo@kodakalaris.com*

*-or-*

*Data Protection Officer  
Kodak Alaris, Inc.  
336 Initiative Dr.  
Rochester, NY 14624  
USA*



## How We Collect and Use Your Personal Information

Kodak Alaris' primary goals in collecting your personal information are to enable the Portal as a centralized and effective business tool where you can:

- communicate directly with Kodak Alaris
- submit and receive information about future or ongoing business transactions
- view information that may aid in the sale of Kodak Alaris products and services
- Participate in certain benefits offered by Kodak Alaris through the Portal (subject to eligibility)

**Here are the types of personal information we gather, and how we use it.**

### 1. Information Collected and Used When You Create an Account

- Participation in the Program requires you to create an account in the Portal. When you complete the online registration form for the Portal, we may ask for personal information such as your name, mailing address, email address, company, job title, and telephone number.
- The information you provide in the online registration form will be used to confirm your eligibility to participate in the program and communicate with you about the status of your registration request.
- If you already have a Microsoft™ account, Portal access may be enabled with that account.

### 2. Information Collected and Used When You Access the Alaris Portal

The Program (including the Portal) is a comprehensive customer relationship tool that allows Kodak Alaris to better connect with its distributor and reseller partners (“Partners”).

- We use the information collected when you create an account, and any additional information you provide (including but not limited to business and personal information related to the categories set forth in the [Purposes](#)) while using the Portal to:
  - Create your user profile on the Portal
  - Communicate with you regarding the Program and the [Purposes](#)
  - Operate the functionalities of the Portal (for example, processing deal registrations, processing marketing fund requests, or issuing leads)
  - Deal with your inquiries and requests
  - Contact you about changes to the Portal or any of the features or benefits contained therein, including changes to any of the legal terms that govern the use of the Portal and its features.
  - Provide you with information about our products and services that we believe will be of interest to you, via e-mail and SMS (with your prior consent where required by applicable law).

### 3. Cookie and Similar Technologies

As you navigate through and interact with the Portal, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to the Portal, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Portal.
- Information about your computer and internet connection, including your IP address, operating system, locale and language, and browser type.

The information we collect automatically may not include personal information, but we may maintain it or associate it with personal information we collect in other ways or receive from third parties. We may use this information to improve the Portal and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize the Portal according to your individual interests.
- Speed up your searches.
- Recognize you when you return to the Portal.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts or features or benefits of the Portal. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to the Portal.
- **Flash Cookies.** Certain features of the Portal may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on the Portal. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see Choices About How We Use and Disclose Your Information.
- **Web Beacons.** Pages of the Portal [and our e-mails] may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or [opened an email] and for other related website statistics (for example, recording the popularity of certain Portal content and verifying system and server integrity).

We also may use the technologies discussed in this section to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking).

Many of today's web browsers will accept cookies (including behavioral tracking cookies) when used in their default settings configuration. However, most browsers offer users the option to adjust their settings in order to block some or all cookies.

The Portal relies on the use of cookies and other similar technologies in order to make certain functions and features available. If you adjust your browser settings to block cookies, you may experience limited functionality of these functions and features up to and including the inability to use such functions and features altogether.

Exhibit A at the end of this privacy policy contains a non-exhaustive list of some of the Cookies being used by or in connection with the Portal to help you better understand the types of Cookies being used and their intended purposes.

#### 4. Sharing Your Information

Your personal information will not be rented or sold to any third party. Kodak Alaris may share your personal information as follows:

- **Companies who work on our behalf:** We contract with other companies to perform business support functions on our behalf, which may involve limited access to your personal information. We require these companies to use the information only to provide the contracted services; they are prohibited from transferring the information to another party except as needed to provide those services. Some examples of these business support functions include order fulfillment, coupon fulfillment, award and rebate management and fulfillments, data analytics, point of sale data cleanup and consolidation, customer survey execution, portal maintenance, and information systems management. We also may make aggregate non-personal information available to select service providers.
- **Kodak Alaris' Affiliates:** We may share your information with other companies within the Kodak Alaris group of companies for the purposes of processing, analyzing or storing your personal information or otherwise as needed to provide our services to you, with the requirement that they not transfer your information to another party for marketing purposes, or use your information contrary to your expressed choices. Similarly, if one of our affiliates shares your information with us, we will not transfer your information to another party for marketing purposes or use your information contrary to your expressed choices.
- **Business Transfers:** Kodak Alaris reserves the right to transfer your personal information in connection with the sale or transfer of all or a portion of our business or assets. If the business is sold or transferred, Kodak Alaris will transfer such information to the new business owner. In some cases, this may mean that the new organization will not be able to continue providing to you the services or products that Kodak Alaris provided.
- **Your Company:** The Portal includes the ability for each Partner who participates in the program to name certain individuals as Primary Users (referred to as "Admin" within the Portal). In addition to their own activities, Primary Users can see the activities of all other Portal users from their company. Kodak Alaris may disclose your personal information and information related to your activities on the Portal to any individuals that your company has named as Primary Users.
- **With Other Partners:** If you choose to utilize the Deal Registration feature of the Portal, you may be required to select a third-party Partner with whom you would like to work to complete the deal (Distributors would choose a Reseller, and Resellers would choose a Distributor). Once

you select the Partner you would like to work with, Alaris may provide them with your personal information (such as contact information), and information related to the deal. The third-party Partner may also have visibility into other actions you take on the portal related to the deal you registered, such as requests for Special Pricing.

- **Law Enforcement:** Kodak Alaris may disclose personal information to third parties without your consent for any of the following reasons: to comply with any law, regulation or court order, to cooperate with Government investigations, to help prevent fraud or to enforce or protect the rights of Kodak Alaris or its subsidiaries.
- **With Your Consent:** In all other cases, Kodak Alaris will obtain your express consent before sharing your information with third parties. For example, Kodak Alaris may conduct a joint offer or contest with a third party and you will be asked whether your personal information should be shared with that third party.

Note that some of the affiliated group companies, service providers and other third parties identified above may be based in territories that are outside of the European Economic Area. However, where this is the case, we will take measures to ensure that your personal information is protected in accordance with this Privacy Notice and local applicable law

## 5. Your Choices about Receiving Notification from us

In connection with your use of the Portal, Kodak Alaris may send you e-mail or other notification about (i) the features and benefits included in the portal and your use of such features and benefits, (ii) changes to the Portal or the Alaris Partner Program, (iii) to provide responses to your questions, or (iv) as otherwise required to manage your use of the Portal and participation in the Alaris Partner Program.

We may further decide to send you marketing e-mails and other notifications via email about products and services of Kodak Alaris that we believe will be of interest to you, and any promotions or rebates that Kodak Alaris may offer from time to time, but we will always obtain your prior consent to such types of communications where this required under applicable law. You may access the wording of the consent declarations you have made, if any, at any time by sending a respective request to the contact information provided under the "How to Reach Us" section below.

You can opt-out of receiving marketing communications at any time, and withdraw any marketing consent declaration given (if any) with effect for the future, by contacting us at the address indicated in the "How to Reach Us" section below or using the functionality offered in the last communication you received from us.

## 6. How You Can Remove Information



At any time, you can request for Kodak Alaris to remove all your personal data stored by Kodak Alaris by notifying our privacy office. See the "How to Reach Us" section below for details.

It may take up to 90 days after your request is received to fully remove your personal data.

#### 7. Protecting Your Information

Kodak Alaris implements a variety of administrative, managerial, and technical security measures to help protect your personal information. Kodak Alaris has Internal Control Standards which relate specifically to the handling of personal information. These include certain controls to help safeguard the information we collect online.

Kodak Alaris employees are trained to understand and comply with these controls and we communicate our Privacy Notice, practices and guidelines to our employees, and impose privacy and security requirements on any vendors we use to provide the Portal and the features contained therein that might have access to your data. However, while we strive to protect your personal information, you must also take steps to protect your information. We urge you to take every precaution to protect your personal information while you are on the Internet.

While we may, based on both our own international presence as well as that of our vendors, store and/or process your personal information in various countries, primarily the United States and the European Union. We assure you that all facilities, systems, and networks we employ leverage appropriate information security and privacy safeguards and that your rights and associated legal remedies are always available regardless of your data's location.

#### 8. Keeping Your Information Accurate

You may send an e-mail to the address noted in the "How to Reach Us" section below to request a change to your information or a copy of the personal information we have collected about you online. To protect your privacy, proof of identity is required.

#### 9. Your Rights

In accordance with applicable law, you have the right to access and request information about the personal information stored by Kodak Alaris and, as appropriate, the right to have those data updated, rectified, exported and made available, or deleted or to object to its processing for legitimate reasons. You additionally have the right, to lodge a complaint with the appropriate supervisory authority. To exercise your rights, or in case you have any questions about the collection and use of your personal information under this Privacy Notice, please contact Kodak Alaris as indicated under the "How to Reach Us" section below.

#### 10. How to Reach Us

If you need additional information regarding your privacy when using the Portal or participating in the Program, please contact us by mail at:

Kodak Alaris Inc. 336 Initiative Drive Rochester, NY 14624 Attn: Data Privacy Office	Kodak Alaris Limited Hemel One, Boundary Way Hemel Hempstead HP2 7YU, UK
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Or contact us by email :

dpo@kodakalaris.com



Kodak Alaris' Data Privacy office will work with you to resolve any concerns you have about this Notice.

The Company complies with the EU-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information from European Union member countries. The Company has certified that it adheres to the Privacy Shield privacy principles based on Notice, Choice, Accountability for Onward Transfer, Security, Data Integrity and Purpose Limitation, Access, and Recourse, Enforcement and Liability. To learn more about the Privacy Shield program, and to view The Company's certification, please visit [the Privacy Shield website](#).

The Company also participates in the Association of National Advertisers (ANA) / Direct Marketing Association (DMA) Privacy Shield and Safe Harbor programs. Further information about their programs is available at <https://thedma.org/resources/compliance-resources/privacy-shield-safe-harbor-guide/>

European consumers may register complaints under the ANA Privacy Shield Program by submitting an [online form](#) or by mail:

Data & Marketing Association  
Attn: Privacy Shield Program  
225 Reinekers Lane, Suite 325; Alexandria, VA 22314  
fax: 202.955.0085

As further explained in the Privacy Shield Principles, a binding arbitration option will also be made available to you in order to address residual complaints not resolved by any other means.

Kodak Alaris reserves the right to modify this Privacy Notice from time to time, by posting an update notice on the help pages.

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## Exhibit A

### Non-Exhaustive List of Cookies for the Alaris Partner Portal

THE LIST BELOW IS INTENDED TO PROVIDE A GENERAL UNDERSTANDING OF THE TYPES AND PURPOSES OF SOME OF THE COOKIES UTILIZED BY OR IN CONNECTION WITH THE ALARIS PARTNER PORTAL, AND MAY NOT BE EXHAUSTIVE.

#### 1.1 PORTAL-SPECIFIC COOKIES

The Portal itself sets the following cookies:

Cookie Name	Purpose	Comments
<b>.AspNet.ApplicationCookie</b>	User Authentication & Session Management	This cookie is used so the application can maintain the user's session and know who the user is throughout his/her session following log in
<b>ASP.NET_SessionId</b>	User Authentication & Session Management	<i>see above</i>
<b>.AspNet.ExternalCookie</b>	User Authentication	This cookie is used as part of the login mechanism for the Portal
<b>.AspNet.TwoFactorCookie</b>	User Authentication	<i>see above</i>
<b>OpenIdConnect.nonce.***</b>	User Authentication	<i>see above</i>
<b>DeferredLocalLoginCookie</b>	User Authentication	<i>see above</i>
<b>__RequestVerificationToken</b>	Site Security	Used to protect against Cross-Site Request Forgery attacks.  More information: <a href="https://docs.microsoft.com/en-us/aspnet/core/security/anti-request-forgery">https://docs.microsoft.com/en-us/aspnet/core/security/anti-request-forgery</a>
<b>ContextLanguageCode</b>	User Experience (Language)	This cookie is used to identify the user's locale/language for their session
<b>ARRAffinity</b>	Azure Infrastructure	This cookie is used to route requests within Azure infrastructure. More information: <a href="https://azure.microsoft.com/en-us/blog/disabling-arrs-instance-affinity-in-windows-azure-websites/">https://azure.microsoft.com/en-us/blog/disabling-arrs-instance-affinity-in-windows-azure-websites/</a>



<b>Dynamics365PortalAnalytics</b>	Microsoft Service Analytics	Set by Microsoft to collect analytics about the broader Dynamics 365 Portals service. Does NOT store any user personal data. More information: <a href="https://docs.microsoft.com/en-us/dynamics365/customer-engagement/portals/monthly-updates-portals#portal-capabilities-version-83-for-dynamics-365-for-customer-engagement-apps">https://docs.microsoft.com/en-us/dynamics365/customer-engagement/portals/monthly-updates-portals#portal-capabilities-version-83-for-dynamics-365-for-customer-engagement-apps</a>
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An additional cookie, adxPreviewUnpublishedEntities, can be set in the session of administrative users of the Portal so they can view changes not yet published. This cookie should not be set for standard users of the Portal.

## 1.2 AZURE APPLICATION INSIGHTS

The Portal sets the following cookies specific to Azure Application Insights:

- ai\_session
- ai\_user

These references provide additional information about Azure Application Insights's cookies and data handling:

- <https://social.msdn.microsoft.com/Forums/azure/en-US/7b9495c7-5957-408a-bfef-f1f3e504cb2b/webapp-appinsights>
- <https://docs.microsoft.com/en-us/azure/azure-monitor/app/data-retention-privacy>

## 1.3 MICROSOFT ONLINE AUTHENTICATION COOKIES

The login for the Portal is handled through Azure Active Directory. During the login process, the browser loads the following Microsoft-controlled URLs.

- <https://login.microsoftonline.com/common/SAS/ProcessAuth>
- <https://login.microsoftonline.com/d29b7a9b-6edb-4720-99a8-3c5c6c3eeeb0/login>
- [https://login.microsoftonline.com/d29b7a9b-6edb-4720-99a8-3c5c6c3eeeb0/oauth2/authorize?\\$params](https://login.microsoftonline.com/d29b7a9b-6edb-4720-99a8-3c5c6c3eeeb0/oauth2/authorize?$params)
- [https://login.windows.net/d29b7a9b-6edb-4720-99a8-3c5c6c3eeeb0/oauth2/authorize?\\$params](https://login.windows.net/d29b7a9b-6edb-4720-99a8-3c5c6c3eeeb0/oauth2/authorize?$params)

These URLs set the following cookies:

From <https://login.microsoftonline.com>:

- AADSSO

- CCState
- CkTst
- ESTSAUTH
- ESTSAUTHLIGHT
- ESTSAUTHPERSISTENT
- ESTSSC
- SSOCOKIEPULLED
- SignInStateCookie
- buid
- esctx
- fpc
- stsservicecookie
- wlidperf
- x-ms-gateway-slice

From <https://login.windows.net>:

- stsservicecookie
- x-ms-gateway-slice

These cookies are required to complete the federated authentication through Azure Active Directory.

## 1.4 GOOGLE TAG MANAGER ANALYTICS

Cookies used for tracking by **Bing**:

- MR
- MUID
- MUIDB

For more information, see <https://advertise.bingads.microsoft.com/en-us/resources/policies/bing-ads-click-measurement-description-of-methodology>

Cookies used for tracking by **WisePops**:

- \_\_cfduid
- \_\_cfduid

For more information, see <https://support.wisepops.com/more-info/data-and-cookie-policy>

Cookies used for tracking by **LinkedIn**:

- BizoID
- UserMatchHistory
- bcookie

- bscookie
- lang
- lidc

For more information, see <https://www.linkedin.com/legal/cookie-table>

Cookies used for tracking by **DoubleClick (as part of Google Analytics)**:

- IDE

For more information, see <https://policies.google.com/technologies/types?hl=en-US>

Cookies used for tracking by **Facebook**:

- FR

For more information, see <https://www.facebook.com/policy/cookies/>

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