

Privacy Policy

Welcome to www.framesdata.com. This site (the "Frames Data[®] Online Site") is owned by Frames Data Inc. ("FDI" or "we"), a subsidiary of Jobson Medical Information LLC ("JMI") and its parent, Jobson Healthcare Information LLC ("JHI"), which provides circulation, marketing, and IT (tech) support services on our behalf. This privacy policy explains the practices of FDI and JHI regarding the collection, use, and disclosure of personally identifying information that you may provide to us through the Frames Data Online Site.

Collection of personally identifying information on the Frames Data[®] Online Site

- When you **subscribe** to the Frames Data[®] Quarterly Print, Frames Data[®] Quarterly DVD, SPEX UPC CD-ROM, Review of Cornea & Contact Lenses Guide, the Lenses Product Guide, or MyFrameGallery, you are asked for your first and last name, title, company name, address, phone number, and e-mail address, as well as your credit-card information.
- When you **download** a free e-book or newsletter, sign up for a **free trial**, or **request a demo** we ask you for your first and last name, email address, and company name.
- If you **ask us how** being listed in Frames Data[®] products will make it easy for your retailer customers to work with your products, we ask you for your first and last name, title, company name, company URL, address, phone number, and email address.
- When you request **technical support**, we ask you for your first name, last name, title, company name, dep't/mail stop/suite, business address, phone, and e-mail.
- If you are a **software developer** calling to ask for specifications for integration, or because you are having a problem integrating our data into a particular software application, we will ask you for your first name, last name, title, company name, business address, phone, and e-mail.
- When you ask us for a **demonstration CD-ROM** for a Frames Data[®] digital product, we ask you for your first name, last name, title, company name, business address, phone, and e-mail.

Use of personally identifying information collected on the Frames Data[®] Site

- We use the personally identifying information that you provide on the **technical support e-mail form** to contact you to provide assistance.

- We use the personally identifying information that you provide on the **software developer request e-mail form** to contact you to provide the support you are seeking.
- We use the personally identifying information we collect on the **digital product demonstration request e-mail form** to send you the CD-ROM you requested and to follow up by phone or e-mail as may be necessary to answer any questions you may have.
- We may share your personally identifying information with **Facebook®**, with the result that if you use Facebook®, you may see ads for Frames Data® products and services while you are on Facebook®.

Disclosure and sharing of personally identifying information collected on the Frames Data® Site

- **Disclosure to service providers.** We may provide your personally identifying information and other information that we collect to third-party service providers, if any. Service providers' access to your personally identifying information is limited to the information reasonably necessary for them to perform their limited functions. Disclosure to service providers includes the following situations:
 - The Frames Data® online subscription form resides on the site of JHI's fulfillment house. The fulfillment house stores all the personally identifying information that you enter on the online subscription form according to its own privacy policy. The fulfillment house uses that information to fulfill your subscription, accept your payment, send you notices of renewal, notify you if your credit card is declined, and do whatever else is necessary to keep your subscription up to date.
 - If you have subscribed to any Frames Data® print publication, the fulfillment house will forward your name and street address to our printer, which will use it to mail the CD or DVD to you.
 - If you have subscribed to any Frames Data® CD or DVD, the fulfillment house will forward your name and street address to the CD mail house, which will use it to mail the publication to you.
 - The fulfillment house also makes your personally identifying information available to JHI's circulation department so that it can carry out its circulation and marketing activities, but the fulfillment house does not provide JHI with your credit-card number.

- JHI may share your name and address with its direct mail vendors (who are engaged on a job-to-job basis), who may send you renewal mailings.
- If you provide your e-mail address, JHI or its list vendor(s) may use it to send you (a) newsletters published by FDI, JMI and/or their affiliates about developments and opportunities in the optical and ophthalmic industries; (b) e-mails from JMI's Eyefind® service, and (c) other advertisements and promotional messages for other optical products and services offered by JMI, FDI and by other companies. If you ask someone to contact you about a specific product that is offered by a JHI affiliate or another party in the optometric and optical fields, we may provide your email address to that affiliate or third party to send you information about the product.
- If you provide your telephone number, FDI or JHI may use that number to follow up on a request that you made for information. JHI also may share the number with telemarketing companies (who are engaged on a job-by-job basis) who may use it to solicit renewals of FDI subscriptions. You do not have to provide your telephone number to subscribe to any Frames Data® product.

Management of your personally identifying information on the Frames Data® Site

- To keep your personally identifying information current on the Frames Data Site:
 - Call 1-800-739-7555
 - E-mail framesdata@cambeywest.com
 - Write to:

Frames Data Inc.
Marketing Department
440 Ninth Avenue, 14th Floor
New York, NY 10001
Phone: (212) 274-7000

Other kinds of identifying information collected on the Frames Data® Site.

There are various ways in which non-personally identifying information is or may be collected as a result of your visits to the Frames Data® Site.

- **Log files:** Log files are text files that a website automatically creates whenever someone accesses it. They record the requests made to the site's web server. Log

files record information such as your browser type, IP address and referring website.

- **Cookies**

- **Generally.** A cookie is a small data file that a website transfers to a user's hard drive when a user visits the website. A cookie file can contain information such as a unique ID that the website uses to track the pages visited, and is a standard method of registering website user preferences. These preferences are stored in a file on your computer's hard disk drive. Cookies make it easier for you to use a website by enabling you to access your information when you "sign in" to your account, to make purchases and move uninterrupted between site areas. Cookies also enable search engines (such as Google[®] and Yahoo[®]), advertisers, and others to track your visits to and through different websites.

- **Specific**

- We use Google[®] Analytics. Google tracks where you go on the Frames Data[®] Site and combines that information with information that Google may have about you through your Google account (if you have one) and/or through your use of other websites that use Google Analytics. Google and its affiliates may use cookies to serve advertisements about goods and services of interest to you on the Frames Data[®] Site and on other sites that you visit.
- We also may set a retargeting cookie that will follow you to other sites so that we can serve you ads for Frames Data[®] products and services while you are on those other sites.

- **Web beacons**

- A web beacon is an object embedded in a web page used to monitor the behavior of the user visiting the website. It usually consists of a single-pixel image that is used in combination with a cookie or cookies. A web beacon or pixel tag can be placed on a web page or in an email to transmit information.

- If you visit the Frames Data[®] Site from a third-party site, that site may use beacons to monitor your visit to the Frames Data[®] Site. For example, the Facebook "like" button uses certain technologies together with cookies to track your online activity when you "like" online content. We do not have access to or control over beacons that third parties may be using, and this privacy policy does not cover their privacy practices. We suggest you review

the privacy and security policies of any site you are on so that you know whether this may happen.

Do Not Track signals

- With some browsers, it is possible for a user to activate a “Do Not Track” signal, to indicate that the user does not want to be tracked across the Websites that the user visits.
- The Frames Data® Site does not honor Do Not Track signals. In other words, if you have activated a Do Not Track signal in your own browser, the Frames Data® Site will not block tracking by Google or its affiliates of your activity on the Frames Data Site.

Limiting the collection and use of information about your online activities

- You can set your browser to accept all cookies, to reject cookies, or to notify you whenever a cookie is offered so that you can decide each time whether to accept it. Rejecting a cookie, however, may preclude you from using, or may negatively affect the display or function of, some sites, or certain areas or features of some sites. To learn more about cookies, including how to enable cookies, change your browser settings and find and delete cookies on your hard drive, please refer to your web browser's help menus or visit www.allaboutcookies.org. There are also various apps that interfere with or block cookies.
- You can opt out of having your online viewing data collected and used for interest-based online advertising by certain companies at <http://www.aboutads.info/choices/> and <http://www.youronlinechoices.eu>.
- If you do not want your data collected with Google Analytics, you can install the Google Analytics opt-out browser add-on. This add-on instructs the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) running on websites to prohibit sending information to Google Analytics. To opt out of Google Analytics, visit the [Google Analytics opt-out page](#) and install the add-on for your browser. For more details on installing and uninstalling the add-on, please see the relevant help resources for your specific browser. Updates to your browser or operating system may affect the functionality of the opt-out add-on. You can learn about managing add-ons for Chrome [here](#). If you are not using Chrome, check directly with the manufacturer of your browser to determine whether add-ons will function properly on the browser version that you are using.

Storage of information

- We store information that we collect on the Frames Data® Site on our own servers and/or on servers operated by third parties. These servers may be located in the United States or in other jurisdictions.

Protection of information

- We use SSL certificates to protect your personally identifying information as you transmit it from your computer to the Frames Data® Site and to protect your information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. We also use a software program to stop certain kinds of attacks. But no Internet transmission is ever 100% secure or error-free.
- We will retain your personally identifying information for the period necessary to fulfill the purposes outlined in this privacy policy or our data retention policies unless a longer retention period is required by law.
- The Frames Data® Site may contain links or references to other sites in addition to the ones we have already mentioned. Please be aware that we do not control such other sites and that, in any case, this privacy policy does not apply to those sites. We encourage you to read the privacy policy of every site you visit.

Transfer of information

- We may transfer information that we collect about you, including personally identifying information, to affiliated entities, or to other third parties across borders and from your country or jurisdiction to other countries or jurisdictions around the world.
- If you are located in the European Union or other regions whose laws governing data collection and use may differ from the laws of the United States, please note that we may transfer information, including personally identifying information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction, and you consent to the transfer of information to the U.S. or any other country in which we or our service providers maintain facilities.

Children

- We do not knowingly collect personally identifying information from anyone under 13. If we become aware that a child under 13 has provided us with personally identifying information, we will take steps to remove such information and terminate the child's account.
- If you are a parent and you become aware that your child has provided us with personally identifying information without your consent, please contact us

at chiefprivacyofficer@jhihealth.com and we will take steps to remove such information and close the child's account.

Management of information

- To keep your personally identifying subscription information accurate, current, and complete, please call 1-800-739-7555, email framesdata@cambeywest.com, or write to:

Frames Data Inc.
Marketing Department
440 Ninth Avenue, 14th Floor
New York, NY 10001
Phone: (212) 274-7000

Changes to this privacy policy

- If this privacy policy changes, the revised policy will be posted here. Please check back periodically, and especially before you provide any personally identifying information.
- This privacy policy was last updated on December 21, 2017.