

## Privacy Policy for Social Media

Nox Medical ehf (hereinafter “we”, “us” or “Nox Medical”) is committed to the protection of your personal data. Your personal data will be processed exclusively in accordance with the applicable data protection legislation, in particular the provisions of the European Data Protection Regulation (hereinafter: "GDPR"). In the light of this legislation, we would like to provide you with some information on the processing and protection of your personal data, as required by the GDPR. The term “**personal data**” covers any piece of information that refers to an identified or identifiable natural person (“**data subject**”). Furthermore, "personal data" or "processing" correspond to the definitions according to Article 4 GDPR. If you would like to take a look at the GDPR yourself, you can find it [here](#).

If you have any questions on the processing of your personal data or wish to exercise your rights as a data subject, please contact us using the contact details below.

### 1 Information about the Controller of the data processing

The joint controllers of the processing of your data within the meaning of Article 4 No. 7 GDPR is:

Nox Medical ehf  
Katrínartún 2  
105 Reykjavík  
Iceland

Tel: +(354) 570 7170  
E-Mail: [info@noxmedical.com](mailto:info@noxmedical.com)

Nox Health Group Inc.  
5000 Research Parkway, Suite 500  
Suwanee, GA 30024  
USA

Tel: 855-617-6691  
Fax: 678 669 2274  
E-Mail: [privacy@noxhealth.com](mailto:privacy@noxhealth.com)

If you have any questions on the processing of your data or wish to exercise your rights as a data subject (see section “Your rights as a data subject”), please contact us using the contact details above.

You can also contact our data protection officer directly at [dataprotection.nox@v-formation.gmbh](mailto:dataprotection.nox@v-formation.gmbh) or our postal address with the addition “Data protection officer / DPO”.

## 2 On which platforms is NOX Medical ehf represented?

### „Nox Medical ehf“ presence on Facebook

Service provider: Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland; <https://www.facebook.com/>  
 Presence Nox: <https://www.facebook.com/noxmedical/>  
 Data protection notice: [https://en-gb.facebook.com/privacy/policy/?entry\\_point=data\\_policy\\_redirect&entry=0](https://en-gb.facebook.com/privacy/policy/?entry_point=data_policy_redirect&entry=0)  
 Terms of use: <https://en-gb.facebook.com/legal/terms/>

### „Nox Medical ehf“ presence on Instagram

Service provider: Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland; <https://www.instagram.com>  
 Presence Nox: [https://www.instagram.com/nox\\_medical/](https://www.instagram.com/nox_medical/)  
 Data protection notice: <https://privacycenter.instagram.com/policy>  
 Terms of use: [https://help.instagram.com/581066165581870/?helpref=uf\\_share](https://help.instagram.com/581066165581870/?helpref=uf_share)

### „Nox Medical ehf“ presence on YouTube

Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; Mutterunternehmen: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; [www.google.com](http://www.google.com)  
 Presence Nox: <https://www.youtube.com/channel/UCLHQ7CD5n2o6-2luZ-TsZA>  
 Data protection notice: <https://policies.google.com/privacy>  
 Terms of use: <https://policies.google.com/terms>

### „Nox Medical ehf“ presence on Twitter

Service provider: Twitter International Unlimited Company, One Cumberland Place, Fenian Street Dublin 2, D02 AX07 Ireland  
 Presence Nox: <https://twitter.com/NoxMedical>  
 Data protection notice: <https://twitter.com/en/privacy>  
 Terms of use: <https://twitter.com/en/tos>

### „Nox Medical ehf“ presence on Vimeo

Service provider: Vimeo.com, Inc., 330 West 34th Street, 5th Floor New York, New York 10001, USA  
 Presence Nox: <https://vimeo.com/channels/293756>  
 Data protection notice: <https://vimeo.com/privacy>  
 Terms of use: <https://vimeo.com/terms>

### „Nox Medical ehf“ presence on LinkedIn

Service provider: LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland  
 Presence Nox: [https://www.linkedin.com/company/nox-medical?original\\_referer=](https://www.linkedin.com/company/nox-medical?original_referer=)  
 Data protection notice: <https://www.linkedin.com/legal/privacy-policy>  
 Terms of use: <https://www.linkedin.com/legal/user-agreement>

### 3 What categories of personal data do we process and for what purposes?

With our various presences, we would like to offer you a wide range of multimedia services, present our offers to you comprehensively and exchange ideas and enquiries with you on topics that are important to you. The data processing serves the following purposes in particular:

- Presentation of our company, our products and services as well as the corporate culture including existing career and further training opportunities;
- Answering enquiries from customers and interested parties;
- Communicating with and informing platform visitors; presenting current events and activities;
- Collecting statistical information on the reach of the presences;
- Conducting customer surveys, marketing campaigns, market analyses, competitions or similar campaigns or events.

Unless explicitly specified otherwise, the legal basis for the processing is Art. 6 para. 1 letter f) GDPR. Our legitimate interest is to be able to present our company and the offers you want on the platforms you prefer and to respond quickly to your messages or enquiries. In addition, we have a legitimate interest in analysing the reach and use of our presences in order to achieve an appropriate design and continuous optimisation. Insofar as you wish to enter into a contractual relationship with Nox Medical ehf with your enquiry or we process your data to handle your contact enquiry and its processing, the legal basis for this processing is Art. 6 para. 1 letter b) GDPR.

We process the following personal data in particular within our presences on the respective platform:

- Your user name as well as comments and messages that you post on the respective platform;
- Your activity on our presence at the respective platform (esp. Facebook Insights, Twitter Analytics, statistical information on LinkedIn, "Analytics" on YouTube), e.g. the number of visits to the website, the extent of interactions, visits and the average duration of video playbacks, etc.)
- Other information that is necessary or provided by you on a voluntary basis (e.g. as part of a contact form) in order to respond to enquiries from our visitors or to clearly identify our visitors in our systems.

When you visit one of our presences, the respective service provider can also create user profiles in which your preferences and interests are stored. In this way, you can be shown interest-based advertising inside and outside the respective platforms. If you have an account with the respective platform, the interest-based advertising can be displayed on all devices on which you are or were logged in. Please note that we are not able to track all processing procedures on the platforms. Depending on the respective service provider, further processing operations may therefore be carried out by the service providers. For details, please refer to the terms of use and data protection provisions of the respective service providers (see section 2 above).

## 4 Joint controllership with the service providers of the platforms

If you visit one of our websites, we may be jointly responsible with the service provider of the platform for the data processing operations triggered during this visit. A joint controllership within the meaning of the GDPR arises in particular from:

- With Meta Ireland in the context of the use of statistical information, such as information on likes, clicks and reach on our Facebook presence (so-called "page insights"), whereby Meta provides us with data on this in anonymised form and conclusions on individual users and access to individual user profiles by us are not possible. We have concluded a so-called joint controllership agreement with Meta Ireland, in which our respective obligations under the GDPR are regulated. This can be viewed at [https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum).
- As well as with LinkedIn Ireland in the context of the use of statistical information, such as information on likes, clicks and reach on our LinkedIn presence (so-called "LinkedIn Analytics"), whereby LinkedIn only provides us with data in anonymised form via this service and conclusions about individual users and access to individual user profiles by Nox are not possible. We have concluded a so-called joint controllership agreement with LinkedIn Ireland, in which our respective obligations under the GDPR are regulated. This can be accessed at <https://legal.linkedin.com/pages-joint-controller-addendum>

## 5 Contact via social media presences

You have the option of contacting us directly via our social media presences (e.g. by personal message or messenger). In doing so, the data you provide in the respective message (e.g. name, e-mail address, etc.) will be processed for the purpose of recording and, if necessary, answering your enquiry and, if applicable, transferred to our systems. Please avoid sending us sensitive information, such as health data, application documents or bank or credit card details via our social media presences. We recommend using a secure means of transmission such as letter post.

As far as the initiation of a contractual relationship is concerned, the processing of your data, which you provide to us in the course of your direct contact, is based on Art. 6 para. 1 letter b) GDPR. If you have given us your consent to data processing, e.g. via a contact form provided by us, the data is processed on the basis of Art. 6 para. 1 letter a) GDPR. Otherwise, the processing of the data provided by you in the context of a direct contact is carried out to protect our legitimate interests on the basis of Art. 6 para. 1 letter f) GDPR.

Our legitimate interest lies in the processing of contact enquiries sent to us voluntarily.

**You can withdraw your consent to the processing of your data at any time in accordance with the GDPR and object to the processing of data for the protection of our legitimate interests in accordance with Art. 6 para 1 letter f) GDPR at any time. To do so, please send us a corresponding e-mail message to [info@noxmedical.com](mailto:info@noxmedical.com).**

## 6 Who will my personal data be shared with?

Within Nox, only persons and bodies that need this data to fulfil the purposes mentioned in point 3 will have access to it.

We would like to point out that when processing data via our presences, your personal data may be processed outside the territory of the European Union or the European Economic Area. This may result in risks, as it could, for example, make it more difficult to enforce your rights. However, all of the aforementioned service providers claim to maintain an adequate level of data protection equivalent to the former EU-US Privacy Shield and we have concluded the EU standard contractual clauses with the companies, the purpose of which is to maintain an adequate level of data protection in the third country.

## 7 Storage period and deletion

We will only store your personal data for as long as is necessary to fulfil the above-mentioned purposes or - in the case of consent - as long as you do not revoke your consent. In the event of an objection, we will no longer process your personal data unless its further processing is permitted or even mandatory under the relevant statutory provisions (e.g. within the scope of commercial and tax retention obligations). We also delete your personal data if we are obliged to do so for legal reasons.

At least once a year, we review the necessity of the personal data stored by us within the scope of our social media presences and carry out corresponding deletion routines, in the course of which we, for example, initiate the removal of messages sent to us. We have no influence on the storage period of your data, which is stored by the service providers of the platforms for their own purposes. For details, please contact the service providers of the platforms directly (see above under point 2).

## 8 Your rights as a data subject

As a data subject, you have the following rights within the statutory limits:

### *Right to information (Article 15 GDPR)*

You have a right to obtain information about the personal data concerning you that is processed by us.

### *Right to rectification (Article 16 GDPR)*

You have the right to request that we immediately correct inaccurate data and complete incomplete data, provided that the legal requirements are met.

### *Right to erasure (Article 17 GDPR)*

You have the right to request the erasure of your personal data, provided that the legal requirements are met and in particular if (1) your data is no longer necessary for the purposes stated in this privacy notice, (2) you have withdrawn your consent and there is no other legal basis for the processing, (3) your data has been processed unlawfully or (4) you have objected to the processing of your data and there are no overriding legitimate grounds for the processing.

### *Right to restriction of processing (Article 18 GDPR)*

You have the right to request that we restrict the processing of personal data concerning you, in particular if you dispute the accuracy of the data or if the processing of your data is unlawful and you request restriction instead of erasure.

### *Right to data portability (Article 20 GDPR)*

If your data is processed on the basis of a contract or on the basis of your consent, you have the right to receive your data in a structured, commonly used and machine-readable format or to have your data transferred to another controller, provided that the legal requirements for this are met.

### *Right to object (Article 21 GDPR)*

You have the right to object to the processing of your data at any time on grounds relating to your particular situation, insofar as the legal basis for our processing of your data is the maintenance of our legitimate interests or the legitimate interests of a third party pursuant to Article 6 (1) (f) GDPR. If you exercise your right to object, we will stop processing your data unless we can demonstrate compelling legitimate grounds for continuing the processing which override your interests, rights and freedoms, or the processing is for the purpose of asserting, exercising or defending legal claims.

### *Right of withdrawal (Article 7 para. 3 GDPR)*

If we process your data on the basis of your consent, you have the right to withdraw this consent at any time with effect for the future. This does not affect the lawfulness of the processing until the time of the withdrawal.

*Right to lodge a complaint with a supervisory authority (Article 77 GDPR)*

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority if you consider that the processing of personal data concerning you infringes the GDPR. You may exercise this right with a supervisory authority in the member state of your ordinary residence, place of work or place of the alleged infringement or with the supervisory authority responsible for us. The supervisory authority responsible for us is the Icelandic data protection authority – Persónuvernd, Rauðarárstígur 10, 105 Reykjavík, Iceland.

To exercise your rights as a data subject, please contact us using the contact details under “Information about the Controller of the data processing”.

This privacy policy may be subject to change. The current version of this privacy policy applies.