

TENA SmartCare App Privacy Policy

Effective Date: 2021-02-01

Essity Hygiene and Health AB ("we," "our" or "us") owns, operates and maintains the TENA SmartCare mobile app (the "App") and the TENA SmartCare Change Indicator (the "Change Indicator"). This Privacy Policy describes the information that we collect through the App and the Change Indicator and how we use it, how we protect it, the circumstances in which we may share it and the choices you can make about your information.

Please note that this Privacy Policy only applies to the TENA SmartCare App and the Change Indicator; other websites, mobile apps, and connected products operated by us or other Essity companies may post a different privacy policy. This Privacy Policy may be modified by Essity at any time.

If you do not agree with the terms of this Privacy Policy or the Terms of Use (the "Terms"), you should immediately stop using the App and the Change Indicator.

By using this App please be aware that information we collect may be maintained on servers outside the United States and Canada. While outside of those jurisdictions, information may be subject to applicable foreign laws, which may permit foreign government and national security authorities to access information in certain circumstances. The data protection laws in the United States and Canada may differ from those of the country in which you are located. By using the App or providing us with any information, you consent to the transfer to, and processing, usage, sharing and storage of your information as set forth in this Privacy Policy.

INFORMATION WE COLLECT

When you use the App and Change Indicator, Essity collects personal information, and we may collect other data, from and about users. This includes data that users voluntarily provide, and data collected automatically through the Change Indicator and/or the App. The information collected may include:

- **Personal Contact Information** you provide, such as your email address and mobile phone number.
- **User Account Information**, including your username/email address and a password that you create to login and information associated with your account.
- **Change Indicator User Information** provided by the App account holder when creating a profile.
- **Information Pertaining to the Change Indicator**, such as transmitter ID and battery information.
- **Information Collected Automatically by the Change Indicator**, such as information about the wetness saturation level and time and frequency of absorbent product changes.
- **Information Collected Automatically When You Use the Mobile App**, such as device UDID, operating system type and version, application version number, log files, actions performed by the user, app logs, and diagnostics.
- **Other Information Users Provide** when they interact with features of the App, communicate with us, or record information in the App.

HOW WE USE YOUR INFORMATION

We will use the information collected from and about you to:

- Facilitate use of the App and the Change Indicator;
- Develop and improve our product and services;

- Send automatic notifications;
- Respond to your questions and requests;
- Provide system maintenance and security;
- Analyze interactions with and performance of the services;
- Conduct interviews and surveys;
- Comply with laws and legal requests; and
- Protect and defend Essity or your rights, safety, or property or the rights, safety, or property of third parties.

Essity may use deidentified or aggregated information collected for any lawful purpose. This may include, without limitation, analyzing interactions with and performance of our product and services, and enabling us to improve our product and services. Essity may combine and/or enhance information collected pursuant to this Privacy Policy with information collected from other sources.

HOW YOUR INFORMATION IS STORED AND SECURED

We employ commercially reasonable physical, administrative, and technical safeguards to secure the personal information we collect from and about you in the App or through the Change Indicator. We use encrypted protocols to transmit and store in a cloud service all user and Change Indicator data. Only Essity has administrative access to the information in its cloud storage. However, please note that the Internet cannot be guaranteed to be 100% secure, and we cannot ensure or warrant the security of any information you provide to us.

HOW YOUR INFORMATION IS DISCLOSED

We may share your personal information:

- With vendors who assist us in conducting tests, developing the product and providing our products and services;
- To comply with legal obligations, law enforcement requests, and legal process;
- To protect and defend our, yours, or others' rights, safety, and property;
- If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of company assets, or transition of service to another provider; or
- With your consent.

Additionally, we may share aggregated anonymized or deidentified information with our business partners or other third parties for marketing purposes. For example, we may share such information with certain partners regarding how often and in what ways people use the Change Indicator and/or the App.

Essity may also share personal information and aggregated anonymized and deidentified information with other members of the Essity family of companies and with their respective service providers, for the purposes described above. Our agents and service providers may only process information as directed by Essity.

For any questions about the processing of your personal information, you can contact us at: Dataprivacy@essity.com

LINKS TO OTHER WEBSITES

This Privacy Policy applies only to the App. The App may contain links to other websites to which this Privacy Policy does not apply, and we are not responsible for the privacy practices of websites we do not own.

YOUR CHOICES REGARDING YOUR INFORMATION

1. Changing Your Information. You may make changes to your information, including keeping your information accurate through your account or by contacting us at Dataprivacy@essity.com.
2. Withdrawal of Consent. You may withdraw your consent to our collection and use of personal information at any time, subject to contractual and legal restrictions and reasonable notice. For example, you may not be permitted to withdraw consent to certain necessary uses and disclosures, such as maintaining transaction records and disclosures to U.S. and foreign government entities as required to comply with laws. If you withdraw your consent to certain uses or disclosures of your personal information, we may no longer be able to provide products or services.

CALIFORNIA PRIVACY RIGHTS

NEVADA PRIVACY RIGHTS

CHANGES TO PRIVACY POLICY

We reserve the right to update or modify this Privacy Policy at any time and from time to time without prior notice. Please review this Privacy Policy periodically, and especially before you provide any information. Your continued use of the App or provision of personal information after any modifications to this Privacy Policy constitutes your acceptance of those changes. This Privacy Policy was made effective on the date indicated above.

HOW TO CONTACT US

We may establish and maintain a file of your personal information for the purposes described in this Privacy Policy, which will be accessible at our offices, if you wish to request access to or correction of your personal information in our custody or control, or if you have any questions about this Privacy Policy, you may contact us as follows:

TENA Consumer Care Center
P.O. Box 8091
Eau Claire, Wisconsin 54702-8091
Telephone: 1-866-335-4735
Email: Dataprivacy@essity.com

Note that requests for access must be in writing and your right to access or correct your personal information is subject to applicable legal restrictions. We may take reasonable steps to verify your identity before granting access or making corrections.