



Standardizing Care for
Blood Clot Treatment

Privacy Notice

EFFECTIVE: OCTOBER 10, 2024

INTRODUCTION

This Privacy Notice explains how the Get Out the Clot Program Partners, including any and all subsidiaries ("Program Partners," "we," "us," or "our") collect, use, share, and protect personal information gathered through the Get Out the Clot website (the "Site"), our surveys, and our social media pages and tags. We may collect, process, store, and share your personal information throughout the course of our relationship with you as described in this Privacy Notice. The types of personal information we collect and the ways we use, store, and share that information depend on the nature and circumstances of our relationship with you.

GET OUT THE CLOT PROGRAM PARTNERS

Get Out the Clot is an educational collaboration effort between the entities listed below. All Program Partners serve jointly as Controllers of your personal information for the purposes of the GOTC campaign.



Penumbra, Inc.

<https://www.penumbrainc.com>



International Society on
Thrombosis and Haemostasis

<https://www.isth.org/>



National Blood Clot Alliance

<https://www.stopthecлот.org/>



PERT Consortium

<https://pertconsortium.org/>



Society for Vascular Medicine

Society for Vascular Medicine

<https://www.vascularmed.org/>

If you choose to permit the Program Partners to use your personal information for their own marketing purposes, as described in the [How We Share Personal Information](#) section of this Privacy

Notice, the Program Partners will be independent Controllers of your personal information for those marketing purposes.

HOW WE COLLECT PERSONAL INFORMATION

We collect your personal information from the following sources:

- When you submit it to us when signing the Get Out the Clot Pledge.
- When you contact us to submit feedback, ask a question, or raise a concern.
- When you choose to complete a survey or questionnaire from us.
- From the devices you use to access the Site, which may provide information to us as described in the [Cookies and Similar Technologies](#) section of this Privacy Notice.
- From the information you post publicly on social media, including your profile information and any information you post when you interact with our social media accounts or use our social media tags.

We offer no financial incentives in exchange for the collection or retention of personal information.

TYPES OF PERSONAL INFORMATION WE COLLECT

The personal information we collect about you depends on the nature of your relationship with Get Out the Clot.

- If you sign the Get Out the Clot Pledge, we will collect the information you enter into the pledge form. Specifically, we will collect your first name, last name, and email address, and we may collect your institution, city and state if you choose to share that information.
- If you interact with Get Out the Clot on social media, we may collect your username, the contents of your posts or comments related to Get Out the Clot, and any information you choose to share publicly via your social media profile.
- Technical information such as your IP address or device ID that is needed to provide and secure the Site, as described in the [Cookies and Similar Technologies](#) section of this Privacy Notice.

HOW WE USE PERSONAL INFORMATION

Depending on how you interact with Get Out the Clot, we may use your personal information for the following purposes:

- To send you educational information and marketing communications, or to enable you to participate in surveys or questionnaires.
- To respond to your inquiries or requests.
- To administer, provide, and improve the Site.
- To comply with applicable laws and regulations.
- To detect, prevent, investigate, or otherwise address fraud, security, or technical issues.
- To respond to lawful requests by public authorities.
- To protect our rights, property, and safety, and those of our users.

Cookies and Similar Technologies

The Site uses the technologies described below to provide the service.

Google Analytics

We use Google Analytics to monitor the functionality of the Site and provide basic analytics on aggregate user interactions with the Site. We have implemented Google Consent Mode to prevent Google Analytics from reading or writing analytics cookies (small files stored on your device or browser) that would identify you. Instead, our Site sends cookieless pings to Google Analytics that contain no personal information or identifiers and are therefore anonymous. These cookieless pings also prohibit Google from linking activity on the Site to your activity on other sites or apps that use their services. Google uses these cookieless pings to provide us with basic usage measurement and modeling information.

For more information on Google Consent Mode, please visit <https://support.google.com/analytics/answer/10000067?hl=en>.

HOW AND WHEN WE SHARE PERSONAL INFORMATION

We may share your personal information with third-party service providers that perform a variety of services and functions for us, such as data storage, web hosting, marketing services, and survey services. Your information will only be shared with these service providers subject to an agreement that permits the service provider to use personal information only to provide the agreed services on our behalf.

We may also share personal information for the following purposes:

- With law enforcement or governmental agencies to comply with a court order, law, or legal process, including to respond to any lawful government or regulatory request.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Program Partners or others.
- With the Program Partners for their independent use with your prior consent as described below.

Sharing With Program Partners

When you sign the Get Out the Clot Pledge, you have the option to share your personal information with the Program Partners for their own marketing purposes. If you select this option, the Program Partners may access your personal information and process it for their independent marketing purposes separate from Get Out the Clot.

Each Program Partner is an independent Controller of your personal information if you select this option. Please refer to the Program Partners' privacy notices linked in the [Get Out the Clot Program Partners](#) section above for information about each Program Partner's personal data handling practices.

LINKS TO EXTERNAL WEBSITES

The Site may include links to other websites or resources over which the Program Partners do not have control (“External Websites”). Such links do not constitute an endorsement by the Program Partners of those External Websites. We are providing these links to you only as a convenience and are not responsible for the content of such External Websites. Your use of External Websites is subject to the terms of use and privacy policies located on those External Websites. We encourage you to read the privacy policy of any website you visit before providing any information to the operator of that website.

LEGAL BASIS FOR PROCESSING PERSONAL INFORMATION

We will only use or process your personal information if the use or processing is permitted by applicable privacy laws in your jurisdiction. This is sometimes referred to as having a “legal basis” to use or process your personal information.

The legal basis we rely on to process your personal information may include:

- **Consent.** We may process or share your personal information if you provide your consent for us to do so. If you provide your consent, you may also withdraw your consent at any time as described in the [Your Privacy Rights](#) section below.
- **Legitimate Interests.** We have a legitimate business need to process certain personal information to manage, operate, maintain, and secure the Site, our network systems, and other assets.
- **Legal Obligations.** We may process personal information when we are required to do so by applicable law or subject to a lawful government or court order.

INTERNATIONAL USERS OUTSIDE THE U.S.

Get Out the Clot is a U.S. program sponsored by U.S. organizations. As a result, the personal information that we collect and process is stored and accessed within the United States, which may have less strict data protection laws than those in your country. Any transfers of personal information from your country to the U.S. will be conducted in compliance with any international data transfer restrictions that may apply under applicable data protection laws.

DATA SECURITY

We have reasonable and appropriate security measures in place to protect against the loss, misuse, and alteration of any personal information we receive about you. We maintain reasonable security standards to protect the personal information that we maintain. If you have any questions about the security of your personal information, please contact us using the information provided below.

DATA RETENTION

We will retain your personal information as long as you are subscribed to receive communications from us for the duration of the Get Out the Clot Program.

PRIVACY STATEMENT FOR CHILDREN

The Site is not intended for children under 18 years of age. If you believe we may have inadvertently collected the personal information of someone under 18, please contact us using the contact details provided in the [Contact Information](#) section of this Privacy Notice.

YOUR PRIVACY RIGHTS

Some privacy laws provide certain rights to individuals regarding their privacy and personal information. We respect your rights concerning your personal information, which may include the following:

Withdraw Consent

If you have signed the Pledge or otherwise provided us consent to use or share your personal information based on your consent, you may withdraw your consent at any time by contacting us using the contact information listed below. To withdraw your consent to receive communications from Get Out the Clot, you may alternatively follow the unsubscribe process described in the message.

If you withdraw consent for us to share your personal information with the Program Partners for their own purposes, we will cease providing your personal information in the future. However, as the Program Partners are each independent Controllers of your personal information once it has been shared for their own marketing purposes, please also reach out to each Program Partner or use the unsubscribe functionality in their marketing messages to withdraw consent for their independent use of your personal information.

Access and Portability

You may request access to or copies of your personal information. You may also request information about what types of personal information we have, the purposes for which we process it, and who has received access to or a copy of your personal information.

You may also request that we provide you with the personal information we obtained from you in a machine-readable format, and you can ask us to provide it to another entity.

Correction and Deletion

You may request that we correct your personal information if you think it is inaccurate or incomplete. You can also request that we erase or delete your personal information in certain circumstances.

Limit or Opt Out of Processing

You may request that we restrict the processing of certain personal information based on our legitimate interests. You may have the right to object to our processing of your personal information for certain purposes.

How to Exercise Your Rights

You may request to exercise your rights at any time by contacting dataprivacy@penumbrainc.com.

You will not receive discriminatory treatment if you exercise any rights conferred to you by law.

Limitations

Please note that, depending on the circumstances and where you are located, not all of these rights may be available to you. We will handle any request to exercise your rights in accordance with applicable law, but please note that these rights may not be absolute. We may refuse or deny a request in accordance with applicable privacy laws. Please contact us as described below to appeal any decision made regarding your request.

LODGING A COMPLAINT

If you believe we are using, disclosing, or otherwise processing your personal information in a way that is not in accordance with applicable law, you can lodge a complaint with the relevant data protection authority in your state, country, or region.

PRIVACY NOTICE CHANGES AND UPDATES

We may periodically update this Privacy Notice to describe changes to our collection and use of personal information. If we make material changes to this Privacy Notice, we will post a notice of the material changes on our website. If we use your personal information for other purposes not specified in this Privacy Notice, we will notify you and, where required, obtain your consent. We encourage you to periodically review this Privacy Notice for the latest information on our privacy practices.

CONTACT INFORMATION

If you would like to exercise your privacy rights or have questions or concerns about this Privacy Notice, our information practices, or any other aspect of the privacy and security of your personal information, please contact dataprivacy@penumbrainc.com.

Please find the contact details for the Get Out the Clot Program Partners below.



International Society on
Thrombosis and Haemostasis

International Society on Thrombosis and Haemostasis

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<https://www.isth.org/>

<https://www.isth.org/page/UsagePrivacy#privacy>

headquarters@isth.org



National Blood Clot Alliance

Stop The Clot®

National Blood Clot Alliance

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