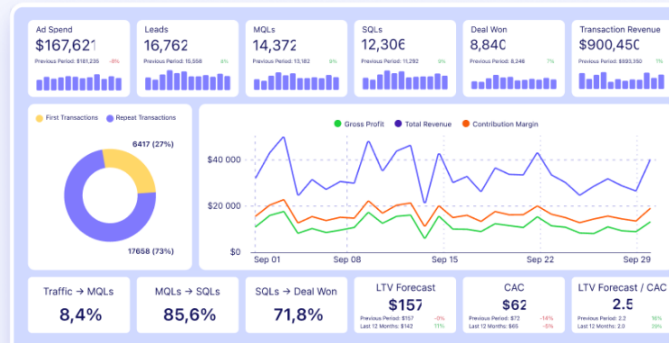


Discover the True Sources of your High-LTV customers



HIPAA Compliance Statement

Elly Analytics Inc. is committed to protecting the privacy and security of protected health information (PHI) under the Health Insurance Portability and Accountability Act (HIPAA) and its regulations. We understand the importance of safeguarding sensitive health information and maintaining the trust of our clients, partners, and stakeholders.

As part of our commitment to HIPAA compliance, Elly Analytics Inc. has implemented comprehensive policies, procedures, and safeguards to ensure PHI's confidentiality, integrity, and availability. Our HIPAA compliance efforts include but are not limited to:

1. **Administrative Safeguards:**

We have designated a HIPAA compliance officer responsible for overseeing our compliance efforts, conducting regular risk assessments and treatment activities, developing and implementing HIPAA policies and procedures, and maintaining, enforcing, and updating them. Employee training on HIPAA regulations and security best practices is provided regularly to ensure awareness and adherence to compliance requirements.

2. **Physical Safeguards:**

We have implemented physical security measures to control access to facilities and areas where PHI is stored and/or processed. This includes secure storage of physical records containing PHI and restricted access to authorized personnel only.

3. **Technical Safeguards:**

We employ various technical and organizational measures to protect electronic PHI (ePHI) against unauthorized access, alteration, or disclosure. This includes encryption,

access controls, audit controls, and regular security assessments to identify and address our systems and infrastructure vulnerabilities.

4. Business Associate Agreements (BAAs):

We enter into BAAs with third-party vendors and business associates who may have access to PHI on our behalf, ensuring that they also adhere to HIPAA regulations and maintain the security and confidentiality of PHI.

5. Incident Response and Breach Notification:

We have established procedures for responding to security incidents and breaches involving PHI, including prompt investigation, mitigation of risks, and timely notification to affected individuals, regulators, and other relevant parties as required by HIPAA regulations.

Elly Analytics Inc. is committed to ongoing compliance with HIPAA regulations and continually strives to improve its security measures and practices to adapt to evolving threats and industry standards. We take our responsibility to protect PHI seriously and remain dedicated to maintaining the highest standards of privacy and security for our clients and stakeholders.

For inquiries or further information regarding our HIPAA compliance efforts, please contact Elly Analytics Inc.'s HIPAA Compliance Officer, Sanita Mejere, at sanita.m@ellyanalytics.com.