

## **RedHill Biopharma Inc.**

### **Privacy Policy**

**Effective January 1, 2020**

Thank you for your trust in RedHill Biopharma Inc. ("RedHill Biopharma" "we", "our", or "us"). We are a United States-based affiliate of the RedHill global group, a world leader in healthcare. This Privacy Policy describes how we use and disclose the information we collect from you through our U.S. websites, mobile applications, social media forums, and other services, both offline and online, that link to, include an authorized reference to, or for which you are provided a copy of this Privacy Policy (collectively, the "Services"), and the choices you have about how we use that information.

#### **What Information Do We Collect?**

**Information You Provide:** We collect information that you voluntarily provide when you use the Services, such as when you register for or use a RedHill Pharmaceuticals program or service, participate in a survey, provide a testimonial, order a product, participate in an interactive feature or forum (such as chat features), or contact us with a question, comment, or request. The types of information that you provide are based on the specific function of the Services that you use or the RedHill Pharmaceuticals program or service for which you register, and might include, for instance, your name, address, age, birth date, gender, email address, phone number, photo, social media account number, zip code, education, professional experience, demographic information, information about health and/or medical conditions and specialties. If you submit personal information relating to other people to us or to our service providers in connection with the Services, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Policy.

**Information We Receive From Third Parties:** We may combine the information we collect from you with information that we receive about you from other sources, such as public databases, providers of demographic information, joint marketing partners, social media platforms, people with whom you are connected on social media platforms, and other third parties.

#### **What Information Do We Collect Automatically From Your Device and How Do We Use It?**

We and our third party service providers may collect information automatically from your device in a variety of ways, including:

**Through your browser or device:** Certain information is collected by most browsers or automatically through your device, such as your Media Access Control (MAC) address, screen resolution, operating system name and version, device manufacturer and model, language, Internet browser type and version and the name and version of the Services you are using.

**Through your use of a Service:** When you download and use one of our Services, we may track and collect data about your usage of the Services, such as the date and time the app on your device accesses our servers or that you otherwise access our Services. We also may collect information about your use of the Services that we collect through cookies and other tracking technologies:

**Using cookies:** Cookies are small text files stored directly on your device. We use cookies to collect information such as time spent on the Services, pages visited, the pages you view immediately before

and after you access the Services, the search terms you enter, and other traffic data. Cookies allow us to recognize you and personalize your experience, to facilitate navigation, and to display information more effectively. We also use cookies to gather statistical information about the use of the Services in order to understand how they are used, improve them, and resolve questions about them. If you do not want information collected through the use of cookies, most browsers allow you to automatically decline cookies or to be given the choice of declining or accepting cookies from a particular site. You may wish to refer to <http://www.allaboutcookies.org/manage-cookies/index.html>. If you do not accept our cookies, you may experience some inconvenience in your use of the Services.

**Using pixel tags and other similar technologies:** We may use pixel tags (also known as web beacons and clear GIFs) to, among other things, track the actions of users of the Services and our email recipients, measure the success of our marketing campaigns and compile statistics about usage of the Services and response rates.

**Using Adobe Flash technology (including Flash Local Shared Objects ("Flash LSOs")) and other similar technologies:** We may use Flash LSOs and other technologies to, among other things, collect and store information about your use of the Services. If you do not want Flash LSOs stored on your computer, you can adjust the settings of your Flash player to block Flash LSO storage using the tools contained in the Website Storage Settings Panel. You can also control Flash LSOs by going to the Global Storage Settings Panel and following the instructions (which may include instructions that explain, for example, how to delete existing Flash LSOs (referred to "information" on the Macromedia site), how to prevent Flash LSOs from being placed on your computer without your being asked, and how to block Flash LSOs that are not being delivered by the operator of the page you are on at the time). Please note that setting the Flash Player to restrict or limit acceptance of Flash LSOs may reduce or impede the functionality of some Flash applications.

**IP Address and Device Identifiers:** Your IP Address is a number that is automatically assigned to the computer that you are using by your Internet Service Provider. An IP Address may be identified and logged automatically in our server log files whenever a user accesses the Services, along with the time of the visit and the page(s) visited. Collecting IP Addresses and device identifiers such as your hardware model is standard practice and is done automatically by many websites, applications and other services. We use IP Addresses for purposes such as calculating usage levels of the Services, helping diagnose server problems, and administering the Services.

**Precise Real-Time Location Information:** Depending on your device settings, we may collect precise, real-time information about the location of your mobile device. We may use your device's location to provide you with personalized location-based services and content, including marketing communications. You may be permitted to allow or deny the use of your device's location by managing your location services preferences through your device settings.

### **How Do We Use Your Information?**

In addition to using your information to deliver the programs, services, products, or information you request, and for the purposes described above, we may also use it:

- to provide customer support;

- to provide you with information about the Services, our other products, programs, or services, your accounts, and notices;
- to administer Speaker Programs, such as verifying speaker credentials, training and scheduling speakers, coordinating events and travel, advertising speaker events, and processing honoraria and expense reimbursement;
- to deliver marketing communications that may be of interest to you;
- to permit you to participate in polls, surveys, promotions, or other interactive features, such as chat features;
- to personalize your experience and better tailor content to you;
- to facilitate social sharing functionality;
- to allow you to send messages to another person through the Services;
- to help us, our subsidiaries, affiliates, and business partners better understand our audiences, evaluate user interest in the Services, improve the Services, and perform other market research activities;
- for our business purposes, such as data analysis; audits; monitoring and prevention of fraud, infringement, and other potential misuse of the Services; modifying the Services; determining the effectiveness of our promotional campaigns; operating and expanding our business activities; and as we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence, including in connection with satisfying our regulatory obligations; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

We may use information that does not personally identify you for any purpose, except where we are required to do otherwise under applicable law. We may combine, aggregate, or anonymize any of the information we collect from you with information we may collect from or about you from any other online or offline source.

### **When and to Whom Do We Disclose Your Information?**

The information we collect from and about you may be disclosed:

- to our subsidiaries and affiliates within the RedHill global group, for the purposes described in this Privacy Policy;
- to third parties that provide services to us, such as fulfilling requests for information, answering calls, administering programs or projects, assisting in research and development, or delivering advertisements or other communications;
- to business partners with whom we or our subsidiaries or affiliates jointly offer products or services or undertake research or other collaboration activities;
- to permit a third-party business partner to deliver marketing communications or products that may be of interest to you, subject to any choices you have expressed;
- to identify you to any person to whom you send messages;

- to any person you direct us to contact, such as your designated caregiver(s); by you, on message boards, chat, profile pages, blogs, and other services to which you post information and materials. Because any information you post may become public, we urge you to be very careful when deciding to disclose any information on or through the Services;
- to your friends associated with your social media account, to other Services users, and to your social media account provider, in connection with your social sharing activity, such as if you connect your social media account to your Services account or log into your Services account from your social media account. By connecting your accounts, you authorize us to share information with your social media account provider, and you understand that the use of the information we share will be governed by the social media site's own privacy policy;
- as required by law, such as to law enforcement, to health authorities to report possible adverse events, during government inspections or audits, as ordered or directed by courts or other governmental agencies, or in order to comply with a subpoena or other legal process;
- when we believe in good faith that disclosure is necessary to protect legal rights or the security or integrity of the Services; protect your safety or the safety of others; investigate fraud, a breach of contract, or a violation of law; or respond to a government request; and
- to the extent reasonably necessary for development of or to proceed with the negotiation or completion of a corporate or commercial transaction, including a reorganization, merger, acquisition, joint venture, sale or other disposition of all or a portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings).

We may disclose information that does not personally identify you for any purpose, except where we are required to do otherwise under applicable law.

### **Your Choices**

Where you have elected to participate in one of our programs or services or to receive marketing communications from us, we may offer you the ability to discontinue your participation or to opt out of receiving those communications in the communication itself, or you can visit our Contact Us page, write to us at RedHill Biopharma Inc.

RedHill Biopharma  
8045 Arco Corporate Drive, Suite 200  
Raleigh, NC 27617  
Office: (984 444 7010)

We do not currently respond to web browser "do not track" signals or other mechanisms that provide a method to opt out of the collection of information across websites or other online services.

### **Information Security**

We use technical, administrative, and physical safeguards designed to protect the information collected through the Services. Unfortunately, no organization can guarantee the absolute security of information, especially information transmitted over the Internet.

### **Children's Information**

We do not knowingly collect personal information online from a child under the age of 13 without obtaining prior parental consent, or as otherwise permitted under applicable law.

### **Accessing and Updating Your Information**

We encourage you to update the personal information you provide to us to help us continue to provide information that best meets your needs. In accordance with applicable law, you may be able to update this information through Services, or visit our Contact Us page, write to us at RedHill Biopharma Inc.,

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For your protection, we may only implement requests with respect to the personal information associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request.

### **Links to Third Party Websites**

The Services may contain links to third-party services that are not under our control. We are not responsible for the collection and use of your information by such services, and we encourage you to review their privacy policies. In addition, we are not responsible for the information collection, use, disclosure, or security practices of other organizations, such as Facebook, Apple, Google, Microsoft, RIM, or any other app developer, app provider, social media platform provider, operating system provider, wireless service provider, or device manufacturer, including in connection with any information you disclose to such other organizations through or in connection with the Services.

### **Changes to This Privacy Policy**

This Privacy Policy became effective on January 1, 2020. We may update it from time to time by posting a new Privacy Policy on our website. You are advised to consult our website regularly for any changes, and your continued use of the Services after such changes have been made constitutes acceptance of those changes.

### **How to Contact Us**

If you have any questions about our Privacy Policy, please visit our Contact Us page, write to us at RedHill Biopharma Inc.

RedHill Biopharma  
8045 Arco Corporate Drive, Suite 200  
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Office: (984 444 7010)

### **Your California Privacy Rights**

California law permits California residents to request and obtain from us once a year, free of charge, a list of the third parties to whom we have disclosed their personal information (if any) for their direct

marketing purposes in the prior calendar year, as well as the type of personal information disclosed to those third parties. See the **“How to Contact Us”** section for where to send such requests.

While we have tried to fully describe our data practices elsewhere in this Privacy Policy, the remainder of this section supplements the description of our information collection and sharing practices elsewhere in this Policy to provide certain disclosures to California residents whose personal information RedHill Biopharma processes pursuant to the California Consumer Privacy Act (“CCPA”). Please note that these disclosures do not apply to information that is not processed under the CCPA.

During the preceding 12 months, RedHill Biopharma has collected, used, and shared the categories of personal information described above in this Privacy Policy. For example, depending on the Services you use, this may include identifiers (e.g., email addresses, IP addresses, and mobile device identifiers), health information, demographic information, geolocation information, and internet or other electronic network activity information. This may also include inferences we draw from the other information we collect. See the **“What Information Do We Collect?”** section and other relevant sections of this Privacy Policy for more details. We do not sell or share information except as described in this Privacy Policy.

Under the CCPA, California residents may request that a business that collects consumers’ personal information give consumers additional transparency and access to the specific pieces of personal information that the business has collected about the consumer. California residents also have the right to submit a request for deletion of information under certain circumstances. Please note that these rights are not absolute. For example, we may not delete information we are required to retain for regulatory reasons, certain internal business purposes, or where otherwise provided for by law. In addition, we will not respond to a request if we cannot verify you as the requestor.

Once we receive your request, we may verify it by requesting information sufficient to confirm your identity, including by asking you for additional information. If you would like to use an agent registered with the California Secretary of State to exercise your rights, we may request evidence that you have provided such agent with power of attorney or that the agent otherwise has valid written authority to submit requests to exercise rights on your behalf.

Consistent with California law, if you choose to exercise your rights, we will not charge you different prices or provide different quality of services unless those differences are related to your information or otherwise permitted by law. Please submit your request by sending an email to [info@redhillbio.com](mailto:info@redhillbio.com) or by telephone at (984 444 7010).