



PUBLICIS GROUPE

PHM HealthFront Privacy Notice

This document provides information about how Publicis Health Media, Inc. ("PHM," "we," "us," or "our") uses and protects your Personal Data relating to our 2026 PHM HealthFront event ("HealthFront").

Purpose of Processing Your Personal Data:

For purposes of organizing and administering the 2026 PHM HealthFront event, we will collect and use Personal Data as described in this Privacy Notice. Your Personal Data will not be used for a different, incompatible purpose without your consent.

By providing Personal Data to PHM, you consent to the use of your Personal Data as described by this Privacy Notice.

What Personal Data We Collect:

We collect self-reported, professional, and work-related information. The Personal Data that we collect consists of professional contact information such as your name and email address.

How We Use Your Personal Data:

- We will use your Personal Data to manage your registration for and attendance of PHM HealthFront and send you marketing communications regarding the event.
- We do not offer financial incentives related to our collection of Personal Data.
- We do not sell or share any Personal Data in accordance with US state privacy laws, such as the California Consumer Privacy Act.
- We do not use automated decision-making technology or any automated profiling technology in connection with your Personal Data.

Recipients of your Personal Data:

- Your Personal Data will be accessible only to qualified PHM personnel who are involved with organizing and administering the event and managing event-related communications.
- Your Personal Data may also be accessible to IT personnel who administer and maintain the security of our internal tools and platforms.

How We Protect Your Personal Data:

- By upholding the standard security level of systems and buildings provided by Publicis Health Media, Inc.
- We take the protection of data privacy very seriously. We will treat all Personal Data collected as strictly confidential and will only use it as set out in this Privacy Notice and as permitted by applicable data protection laws.
- By restricting access to the relevant systems based on an individual's role and login detail.

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- Cooperating with the administrators of the applicable system by complying with commercially reasonable requests intended to support and maintain the security of Personal Data stored on such systems

How Long Do We Keep Your Personal Data:

We retain Personal Data only for as long as reasonably necessary to fulfill the purposes for which it was collected and disclosed, including administering the event, conducting limited post-event communications related to the event, complying with applicable legal and regulatory obligations, and protecting our legitimate business interests, as permitted by law.

PHM Employees

Personal Data (name and work email address) of our employees may be collected and maintained by us for employment-related and other legitimate business purposes independent of HealthFront and will be retained in accordance with our applicable employment record retention policies. Employee Personal Data collected or used in connection with HealthFront will not be used for unrelated purposes, and HealthFront participation does not alter how such data is otherwise retained or used for employment purposes. Use of employee Personal Data for HealthFront-related purposes is limited to administering the HealthFront and conducting appropriate post-event follow-up communications related to HealthFront.

Sponsor Employees

Sponsor employee Personal Data is retained only for as long as reasonably necessary to support those event-related purposes, unless a longer retention period is required or permitted by applicable law. Sponsor employee Personal Data is not retained or used for ongoing marketing (unrelated to HealthFront), profiling, or other unrelated business purposes.

Retention Determination

In determining appropriate retention periods for Personal Data, we consider:

- the specific purpose(s) for which the Personal Data was collected and used;
- whether continued retention is reasonably necessary and proportionate to those purpose(s);
- whether the Personal Data remains relevant to the applicable purpose;
- whether the Personal Data has been de-identified, aggregated, or anonymized; and
- our legal, regulatory, or contractual obligations.

When Personal Data is no longer reasonably necessary for the applicable purpose(s), it is deleted or de-identified in accordance with our internal data retention and disposal practices.

Your Privacy Rights and Choices:

Residents of certain states, such as California, have specific rights regarding their Personal Data. This section describes how to exercise those rights and our process for handling those requests.

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- You have the right to request that we disclose what categories of Personal Data we collect, use, or disclose about you. In particular, you may request:
 - the specific pieces of Personal Data that we have collected about you;
 - the categories of Personal Data we have collected about you;
 - the categories of sources from which the Personal Data was collected;
 - the categories of Personal Data we disclosed about you for a business purpose;
 - the categories of third parties to whom the Personal Data was disclosed for a business purpose; and
 - the business or commercial purpose for collecting the Personal Data.

When exercising the right to access Personal Data, you have the right to obtain materials in a portable and, to the extent technically feasible, readily usable format that allows You to transmit the data to another entity without hindrance.

- If you believe we hold inaccurate Personal Data about you, you may request that we correct that information. We may ask for documentation showing that the information you submit is accurate and the Personal Data we hold is inaccurate. Once we receive your request, we will verify your identity in light of the type of Personal Data and the purposes of our holding that Personal Data. We will make best efforts to complete your request. We may deny your request if we determine that the contested Personal Data is more likely than not accurate. Additionally, we may choose to delete your Personal Data in response to your request to correct your Personal Data if deletion would not negatively impact you.
- You may request that we delete any Personal Data that we collected from you. However, we may retain Personal Data for certain important purposes, as set out by law and in this notice. When we receive and verify your request to delete your Personal Data, we will then proceed to delete the data unless an exception applies. We may retain a record of your deletion request in order to keep your Personal Data deleted, unless and until you provide consent for the processing of your Personal Data after your deletion request.
- We will not deny, charge different prices for, or provide a different level of quality of goods or services if you choose to exercise your privacy rights.
- You may request that we limit the use and disclosure of your Sensitive Personal Data. We may deny your request in part or in full under as provided under applicable law.
- It is your right to appeal a decision made concerning the exercise of your data privacy rights. You may appeal this decision within 60 days of receiving your response from us. To submit your appeal, contact privacyofficer@publicisgroupe.com.

How to Exercise Your US Privacy Rights:

US residents may exercise their applicable privacy rights by sending an email to privacyofficer@publicisgroupe.com or by calling 1-833-983-0087.

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You may also designate an agent to make requests to exercise your rights under certain US state laws. We will take steps both to verify your identity and to verify that your agent has been authorized to make a request on your behalf by requesting your agent to provide us with a signed written authorization or a copy of a power of attorney executed by you.

For security purposes, we will verify your identity—in part by requesting certain information from you—when you make a request to access, correct, or delete your Personal Data. For instance, if you request categories or specific pieces of Personal Data we have collected about you, you may need to confirm your possession of an identifier (such as an email address) or to provide a piece of identification that confirms you are the person you claim to be. If we are unable to complete your request fully for any reason, we will provide you additional information about the reasons why we could not comply with your request. You may also designate an agent to make requests to exercise your privacy rights as described above. We will take steps both to verify the identity of the person seeking to exercise their rights as listed above, and to verify that your agent has been authorized to make a request on your behalf through providing us with a signed written authorization or a copy of a power of attorney.

If we are unable to complete your request fully for any reason, we will provide you additional information about the reasons why we could not comply with your request. Some reasons we may deny your request in full or in part are: (1) we are unable to verify your identity, (2) we are unable to verify that you authorized an agent to make the request on your behalf, (3) fulfilling the request would cause us to violate state or federal law, or (4) processing the request would be impossible or involve disproportionate effort.

Children:

The data collection practices described in this Privacy Notice and Policy are not directed at children. We do not knowingly collect Personal Data (as defined by the U.S. Children’s Privacy Protection Act, or “COPPA”) from children. If you are parent or guardian and believe we have collected Personal Data from children, contact us at privacyofficer@publicisgroupe.com.

Data Security:

We use a variety of methods, such as firewalls, intrusion detection software and manual security procedures, designed to secure your data against loss or damage and to help protect the accuracy and security of information and to prevent unauthorized access or improper use. Nevertheless, transmission via the internet is not completely secure and we cannot guarantee the security of information about you. If you think that your Personal Data is not secure or that there has been unauthorized access to your Personal Data, please contact privacyofficer@publicisgroupe.com immediately.

Notification of Changes:

Any changes to this Privacy Policy and Notice will be promptly communicated and you should check with us to see whether there are any changes. Your continued business relationship with us after a



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change in the Privacy Policy and Notice indicates your acknowledgement and acceptance of the use of Personal Data in accordance with the amended Privacy Policy and Notice.

Further Information:

This Privacy Policy and Notice has been designed to be accessible to people with disabilities. If you experience any difficulties accessing the information here please contact us at privacyofficer@publicisgroupe.com.

If you consider that we are not complying with this Privacy Policy and Notice, if you have any questions in relation to this Privacy Policy and Notice, or have questions about your rights and choices, please contact privacyofficer@publicisgroupe.com.

If you have any questions about this Privacy Policy and Notice, our data practices, or you wish to exercise your rights or know about any other protections that we have in place, please contact the Publicis Chief Data Privacy Officer on privacyofficer@publicisgroupe.com or call 1-833-983-0087.

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