

Privacy Notice

Effective Date: October 5, 2020

Introduction

This Privacy Notice explains how Penumbra Inc. (“Penumbra,” “We,” “Us,” “Our”) collects, uses, shares, and protects information gathered through the Penumbra website (the “Website”) and other information gathering platforms Penumbra may use (collectively, the “Penumbra Platform”). This Privacy Notice doesn’t apply to products or services that have separate privacy notices that do not incorporate this Privacy Notice.

By using the Penumbra Platform, you acknowledge you have read this Privacy Notice. If you do not want your information handled as described in this Privacy Notice, please do not provide Us with your information or interact with the Penumbra Platform.

Types of Information Penumbra Collects

The Penumbra Platform may collect the following categories of personal information from and about you:

- Identifiers: such as your name, postal addresses, email addresses, social networking website user account names, telephone numbers, or other addresses at which you are able to receive communications.
- Demographic information: such as your age.
- Commercial information: such as information related to your purchasing habits.
- Internet or other similar network and device activity: Such as information about your browsing behavior, search history and interactions with our websites, emails and advertisements, including data from cookies, pixel tags, and web beacons.
- Inferences regarding preferences and other characteristics: such as Our assessment of the types of products or services you may have an interest in.
- Audio, video and pictures: such as recordings you may be included in when participating in Our events or interacting with us.
- Geolocation data: such as physical location, movements or attendance at events.
- Professional or employment-related information: such as your current or past education and job history.
- Information from partners: such as contact information and preferences.

How Information is Collected

The Penumbra Platform may collect personal information about you from a variety of sources, including:

- From you: information may be collected when you submit it to the Penumbra Platform or interact with Us. For example, information provided by you when you make a purchase, when

you submit a request for information and/or submit a request to be contacted by Penumbra will be collected. Penumbra may also request optional information from you to support your use of the products and services.

- From your devices: information may be provided from the devices you use to access the Penumbra Platform, including the model, operating system and version, the name of the domain from which you access the Internet, Internet Protocol (“IP”) address, and other unique device identifiers. Penumbra also collects device information like the date and time you access the Website, which Website pages you have visited, the search terms you use, the links you click on, browser types, and language. To collect much of this information, We use cookies, web beacons and other similar technologies. Please see the section below titled “Cookies” for more information.

Third Parties and Other Sources: information about you or your use of the Penumbra Platform by third party sources and other sources, such as Our vendors, like web hosting providers, analytics providers, advertisers, from email correspondence, or our offline interactions with you. You may also give Us permission to access your information from services offered by third parties, including social media networks. The information We obtain from third parties depends on your relationship with those third parties and the third parties’ privacy policies.

Use of Information Collected

Penumbra may use information collected as described in this Privacy Notice to:

- Operate, maintain and improve the Website and Penumbra Platform.
- Provide and personalize your access and use of the Website, Penumbra Platform and Penumbra products and services which may include providing you with educational information, marketing, communications and offers for products and services from Penumbra and third parties.
- Communicate, support and respond to your inquiries.
- To link U.S. healthcare providers name, National Provider Identifier (NPI), state license number, and/or IP address to web pages visited, for compliance, marketing and sales activities.
- Protect someone’s health, security or welfare.
- Maintain the rights, safety and security of the Website, Penumbra Platform and Penumbra.
- Test, research, analyze and develop new products and services.
- To evaluate or conduct a merger, divestiture, restricting, reorganization, dissolution, or other sale or transfer of some or all of Our assets, whether as a going concern or as part of a bankruptcy, liquidation, or similar proceeding, in which personal information held by Us is among the assets transferred.

Penumbra may also use information collected as described in this Privacy Notice with your consent or as otherwise required or permitted by law. If you provide the Website or Penumbra Platform with personal information about other people we may contact and use that information you provide Us.

Links to External Websites

The Penumbra Platform may contain links to external websites. The Penumbra Platform use interfaces with social media sites such as Facebook, LinkedIn, Twitter and others. A link to such sites does not imply endorsement by Penumbra of such sites. This Privacy Notice does not apply to those external websites and you should review the privacy policies of these external sites.

Sharing Personal Information

Penumbra may share your personal information for the following purposes:

- With vendors who perform a variety of services and functions such as data storage, order fulfillment and marketing services. Your information will only be shared on the condition that the service providers use your information only on Our behalf.
- Researchers and academics who may use your information in accordance with this Privacy Notice.
- With Our affiliates and subsidiaries who may only use the personal information for the purposes described in this Privacy Notice.
- In the event We go through a business transition such as a merger, acquisition by another company, bankruptcy, reorganization, or sale of all or a portion of Penumbra's assets.

Penumbra does not otherwise reveal your personal information to unrelated third parties for their independent use unless: (1) you request or authorize it; (2) the information is provided to comply with the law; or (3) the information is provided to protect Penumbra's rights or safety, or the rights or safety of Penumbra employees or others.

Cookies and Other Technologies

Cookies are simple text files stored on the Website's server and your web browser and are used by this Website to 'remember' you. In order to provide your consent, please click on the button on the pop-up message. If you, or another user of your computer, wish to withdraw your consent at any time, you can do so by altering your browser settings to decline cookies. We use the following cookies on Our Website:

- Strictly Necessary Cookies: These cookies are essential to enable you to move around the Website and use its features.
- Performance Cookies: These cookies tell Us about how visitors use the Website. Information such as your IP address will be collected to help Us recognize and count the number of the number of times you visit the Website, understand which pages are the most popular, and where you spend most of your time.

Choices

You can limit the information you provide to Penumbra, and you can limit the communications that Penumbra sends to you.

- **Marketing E-mails:** You may choose not to receive marketing e-mails from Us by following the instructions contained in any of the marketing e-mails We send. Please note that even if you unsubscribe from marketing email messages, We may still e-mail you non-marketing e-mails.
- **Cookies:** You may manage how your browser handles cookies by adjusting its privacy and security settings. Browsers are different, so refer to instructions related to your browser to learn about cookie-related and other privacy and security settings that may be available. For more information on cookies and how to disable them, you can consult the information provided by visiting the Networking Advertising Initiative site at optout.networkadvertising.org and the Digital Advertising Alliance site at youradchoices.com.
- **Do Not Track:** Currently, Penumbra does not respond to Do Not Track (“DNT”) signals. All About Do Not Track, a Future of Privacy Forum website has more information about DNT signals and is located at: <https://allaboutdnt.com>.

Your Rights

You may have the right to access, port and delete your information in certain circumstances in accordance with applicable laws. To exercise these rights, please send an email to dataprivacy@penumbrainc.com with the details of your request.

Security and Data Retention

All personal information submitted through the Website or Penumbra Platform is maintained with reasonable physical, technical and administrative safeguards. However, no method of transmission over the internet, or method of electronic storage is ever 100% secure or error-free and We cannot guarantee absolute security. Penumbra will retain your personal information for as long as reasonably necessary for legitimate business purposes or as required by law.

Personally identifying information will be kept until it is no longer necessary to provide Our products and services, to comply with applicable law or to protect Penumbra’s rights and interests (e.g. where the retention is necessary for the establishment, exercise or defense of legal claims).

Data Transfers

We use servers around the world and your information may be processed on servers located outside of the country where you live. Data protection laws vary among countries, with some providing more protection than others. Regardless of where your information is processed, We apply the same protections described in this policy.

Privacy Statement for Children

The Penumbra Platform is not intended to be directed to children that are younger than thirteen (13) and Penumbra does not knowingly collect, or in any way intend to collect personal information from children that are younger than thirteen (13).

Privacy Notice Changes and Updates

This Privacy Notice may be amended at any time. If material changes are made in how personal information is collected, used, disclosed, or otherwise processed, this Privacy Notice will be updated, including the “Effective Date” at the top of this Privacy Notice. We recommend that you review the Privacy Notice each time you visit the Website or use the Penumbra Platform to stay informed of Our privacy practices. Any changes will be effective when We post the updated Privacy Notice.

Privacy Notice for California Residents

The California Consumer Privacy Act (CCPA) requires specific disclosures for California residents which you can view [here](#).

Notice to Residents Outside of the United States

The European Union’s General Data Protection Regulation and other countries’ privacy laws provide certain rights for data subjects. To ask Us any questions, please write to Us using the contact information provided below.

Contact Information

All questions, complaints, or comments about this Privacy Notice or Penumbra’s data protection practices can be emailed to Penumbra at dataprivacy@penumbrainc.com and We will use reasonable efforts to respond to you as soon as possible.