

Merlin.net™ United States Privacy Policy

St. Jude Medical is committed to protecting the privacy of our customers and customers' patients. This privacy statement describes how we protect, gather, and use information from St. Jude Medical's Merlin.net™ Web site. We may change this privacy statement at any time for any reason. We will post changes to the privacy statement on St. Jude Medical's Merlin.net Web site.

Physician / Clinician Personal Information

Physician / Clinician Personal information is information that identifies you individually, such as your name, business address, email address, clinic name, phone number, or other information that is specific to you. Some pages on this Web site provide online contact forms that require Physician / Clinician personal information.

Use of Physician / Clinician Personal Information

St. Jude Medical keeps and uses the personal information collected about you on the contact form to contact you as a user of Merlin.net and to give you access to your clinic's patient follow-up records.

In addition, we may use this information to:

- Develop internal company reports, based on your personal information, for promotion, research, and Web site content
- Track Web site usage so we can improve site content and functionality
- Formulate personalized Web site access based on your site use and areas of interest
- Contact you about our products or services or those of others that may be of interest to you
- Learn about our customers and markets

Non-Personal Physician / Clinician Information

Non-personal information is information that does not identify you individually. Nonpersonal information is information we collect from your computer, such as your Web browser, the date and time of your Web site visit, the Web address from which you accessed our site, the number of visitors to the site, the pages viewed, and the length of time on the Web site.

Use of Non-Personal Physician / Clinician Information

St. Jude Medical uses non-personal information to collect general information about our site visitors. Non-personal information is used by St. Jude Medical and is shared with third parties to:

- Improve our products, services, and Web site content
- Generate information about site visitors so we can make this Web site more useful and valuable
- Personalize information and services for visitors that return to our site

Disclosure of Personal Physician / Clinician Information

St. Jude Medical and our affiliates will not share Physician / Clinician personal information collected through this Web site with unrelated third parties, except as provided in this privacy policy. St. Jude Medical and our affiliates may share personal information with companies that we hire to perform services for us, such as mailing or data processing, where they need your personal information to perform the service. These companies are not authorized to keep or use your personal information for any other purpose.

St. Jude Medical and our affiliates also may share your personal information to comply with legal requirements, such as law, regulation, warrant, subpoena, court order, or in a corporate sale, merger, reorganization, acquisition, dissolution, or similar event.

Patient Personal Information

Patient Personal information is information that identifies your patient individually, such as his or her name, home address, email address, clinic name, birth date, medical device serial number, phone number, or other information that is specific to your patient. In some cases, the personal information of a patient-appointed designated caregiver (family member, spouse, relative or others) may be substituted for the patient personal information. Some pages on this Web site provide online contact forms that require personal information.

Use of Patient Personal Information

St. Jude Medical collects and uses the Patient personal information collected about your patient on the contact form to help you enroll your patients into the Merlin.net Web site, and to help you track their enrollment, receipt of a remote follow-up transmitter, all remote follow-up transmissions received, in-clinic follow-ups that have been transferred from a Merlin programmer in your office to Merlin.net, and remote follow-up appointments.

We collect, keep, and use the information to register and track patients who have implanted St. Jude Medical devices. In the United States, no patient consent or authorization is required to disclose information to medical device manufacturers for tracking purposes, in accordance with the Health Insurance Portability and Accountability Act (HIPAA). A patient's device is tracked in accordance with the Federal Food, Drug and Cosmetic Act. Compliance by manufacturers is mandatory within the United States.

In addition, we may use this information to:

- Develop internal company reports, based on de-identified patient personal information, for promotion, research, and Web site content
- Contact you about our products or services or those of others that may be of interest to you
- Learn about our customers and markets

Non-Personal Patient Information

Non-personal patient information is information that does not identify your patient individually. Non-personal information is information we collect from your computer, such as your Web browser, the date and time of your Web site visit, the Web address from which you accessed our site, the number of visitors to the site, the pages viewed, and the length of time on the Web site.

Use of Non-Personal patient Information

St. Jude Medical uses non-personal information to collect general information about our patients' usage of St. Jude Medical products. Non-personal patient information is used by St. Jude Medical and is shared with third parties to:

- Improve our products, services, and Web site content
- Generate information about our customers' device usage so we can make this Web site more useful and valuable
- Personalize information and services for visitors that return to our site

Disclosure of Patient Personal Information

St. Jude Medical and our affiliates will not share personal patient information collected through this Web site with unrelated third parties, except as provided in this privacy policy.

St. Jude Medical and our affiliates may share de-identified personal patient information with companies that we hire to perform services for us, such as mailing or data processing, where they need a patient's personal information to perform the service. These companies are not authorized to keep or use your patients' personal information for any other purpose.

St. Jude Medical and our affiliates also may share your patients' de-identified personal information to comply with legal requirements, such as law, regulation, warrant, subpoena, court order, or in a corporate sale, merger, reorganization, acquisition, dissolution, or similar event.

Children's Privacy

St. Jude Medical does not intentionally collect personal information from children under age 13. If you think that a child has provided us with personal information, please email us. We will use reasonable efforts to delete this information.

Links to Other Web Sites

St. Jude Medical operates multiple Web sites for different purposes in countries where laws that differ from those in the United States may apply. This privacy policy applies only to this Web site.

This privacy policy does not apply to Web sites of other companies or organizations to which our Web site links. These links are provided for your convenience. St. Jude Medical does not control these Web sites, nor are we responsible for their operation or content. We suggest that you review the privacy policy for each Web site you visit.

Cookies

Non-personal data on our Web site may be collected using a technology called cookies. Cookies are small data files that are sent to your browser and placed on your computer's hard drive when you visit a Web site. You can set your browser to accept or decline cookies. Some sections of our Web site may not work properly if you decline cookies.

Security

St. Jude Medical takes reasonable steps to protect personal information from loss and misuse. Please keep in mind that no Internet transmission is 100% secure. Some email sent to or from this site may not be secure. Please consider this when sending information to us by email.

Merlin.net European Economic Area and Switzerland Privacy Policy

We are committed to protecting the privacy of our customers and customers' patients. This privacy policy describes how we protect, gather, and use information from St. Jude Medical's Web site accessed at www.Merlin.net ("Web site"). If we change this privacy policy, we will post changes on the Web site homepage.

This privacy policy applies to visitors and registered users based in the European Economic Area ("EEA") or Switzerland. "Registered user" includes only those medical providers (and their duly authorized representatives and agents) who have entered into a separate written agreement with us for utilization of the Merlin.net® Patient Care System or for utilization of the CardioMEMS™ HF System (collectively, the "System"). This Web site is operated by Pacesetter, Inc., a St. Jude Medical company ("we", "us" or "our"). Pacesetter, Inc. is registered in the State of Delaware, United States, under company number 2400854, and has our registered office at 15900 Valley View Court, Sylmar, California 91342-3577, USA. The System is operated from the United States of America.

Personal Information

"Personal Information" is any information that allows us to identify you. We collect personal information from the visitors to our Web site and from the users of our Web site and their patients. Personal information also includes information that is sensitive, such as information about a person's health.

Physician / Clinician Personal Information

Physician / Clinician Personal information is information that identifies you, such as your name, business address, email address, clinic name, phone number, or other information that is specific to you as well as information from your computer, such as your Web browser, the date and time of your Web site visit, and the Web address from which you accessed the Web site. Some pages on this Web site provide online contact forms that require Physician / Clinician personal information.

Use of Physician / Clinician Personal Information

We keep and use the personal information collected about you on the contact form to contact you as a user of the System and to give you access to your clinic's patient follow-up records.

In addition, we may use this information to:

- Develop internal company reports, based on your personal information, for promotion, research, and Web site content
- Track Web site usage so we can improve site content and functionality
- Formulate personalized Web site access based on your site use and areas of interest
- Contact you about our products or services that may be of interest to you
- Learn about our customers and markets

Disclosure of Personal Physician / Clinician Information

We and our affiliates will not share Physician / Clinician personal information collected through this Web site with unrelated third parties, except as provided in this privacy policy.

We and our affiliates may share personal information with companies that we hire to perform services for us, such as mailing or data processing, where they need your personal information to perform the service. These companies are not authorized to keep or use your personal information for any other purpose.

We and our affiliates also may share your personal information to comply with legal requirements, such as law, regulation, warrant, subpoena, court order, or in a corporate sale, merger, reorganization, acquisition, dissolution, or similar event.

We will never rent to sell your personal information to third parties for marketing purposes.

Patient Personal Information

Patient personal information is information that identifies your patient individually, such as his or her name, home address, email address, clinic name, birth date, medical device serial number, phone number, or other information that is specific to your patient. In some cases, the personal information of a patient-appointed designated caregiver (family member, spouse, relative or others) may be substituted for the patient personal information. Some pages on this Web site provide online contact forms that require personal information.

Use of Patient Personal Information

We collect and use the patient personal information collected about your patient on the contact form to help you enroll your patients into the System, and to help you track their enrollment and participation, all remote follow-up transmissions received, in-clinic follow-ups that have been transferred from either a Merlin programmer in your office or a CardioMEMS™ Hospital Electronics System to the Website, and remote follow-up appointments.

We collect, keep, and use the information to register and track patients who have implanted St. Jude Medical devices. Prior to enrolling any patient onto the System, you must have obtained their consent to the processing of their patient personal information and to the transfer of their patient personal information to the United States, a jurisdiction which may not provide the same level of protection as the country in which your patient resides.

In addition, we may use this information to:

- Develop internal company reports for research and Web site content
- Learn about our customers and markets; and
- Continue improvement of products and enhance patient care.

Disclosure of Patient Personal Information

We and our affiliates will not share patient personal information collected through this Web site with unrelated third parties, except as provided in this privacy policy.

We and our affiliates may share patient personal information with companies that we hire to perform services for us, only where they require your patient's personal information to perform the service. These companies are not authorized to keep or use your patient's personal information for any other purpose.

We and our affiliates may share de-identified and/or anonymized patient personal information with companies that we hire to perform services for us where they need such information to perform the service. These companies are not authorized to keep or use the de-identified and/or anonymized information for any other purpose.

We and our affiliates also may share your patients' de-identified and/or anonymized patient personal information to comply with legal requirements, such as law, regulation, warrant, subpoena, court order, or in a corporate sale, merger, reorganization, acquisition, dissolution, or similar event.

Where Personal Information is Stored

The personal information that we collect about you and your patients is transferred to and stored at a destination outside the European Economic Area. It may be processed by our or our affiliates' staff operating outside the EEA or Switzerland who work for us or for one of our suppliers as notified to you in this privacy policy. Such staff may be engaged in, among other things, the provision of support services. By submitting your personal information, you agree to this transfer, storing or processing and that such transfer, storing or processing is required in order for St. Jude Medical to provide you with access and to the services offered on the Web site.

Non-Personal Information

Non-personal information is information that does not identify you or your patients individually. Non-personal information is information we collect, such as, the date and time of Web site visits, the number of visitors to the Web site, the pages viewed, and the length of time on the Web site.

Use of Non-Personal Information

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This privacy policy does not apply to Web sites of other companies or organizations to which our Web site links. These links are provided for your convenience. We do not control these Web sites, nor are we responsible for their operation or content. We suggest that you review the privacy policy for each Web site you visit.

IP Addresses and Cookies

Through the use of cookies we collect information about the way in which you interact with and use the different Web site pages available to you. We may collect information about your computer, including where available, your internet protocol ("IP") address, operating system and browser type. An IP address is a number that is automatically assigned to your computer when you use the internet. We use IP addresses to help diagnose problems with the Web Site, administer the site, analyze trends.

Cookies are small data files that are sent to your browser and placed on your computer's hard drive when you visit a Web site. Cookies enable us to store information about your IP address, to save your passwords and to speed up access and use of the Web Site and to recognize you when you return to the Website. We do link the information stored in cookies to any personally identifiable information you submit while on our Web site.

We use Cookies for the following purposes:

- **Analytics and research:** We use Google Analytics to collect information on how our registered users navigate the Web site. We use the information to compile reports and to help us make improvements. The cookies collect information in an anonymous form, including the number of visitors to the Web site, where visitors have come to the Web site from and the pages they visited. For more information about Google's privacy policy, please visit <http://www.google.com/intl/en/policies/>
- **Authentication and security:** We use certain cookies help us to identify registered users so that when logged in, they can utilise the Web site's services and various functionalities and to help us manage registered user's password expiration.
- **Performance and Functionality of the Web site:** We need to use certain cookies and local storage devices for session management to ensure that registered users can access the Web site and use the services, such as assisting with navigation of the Web site, ensuring that pages load quickly and to ensure general functionality.

- **Security:** We use cookies and other devices to ensure that registered users are safe and secure when using the Web site. For example, these cookies protect against spam and fraud.

You can set your browser to accept or decline cookies. Some sections of our Web site may not work properly if you decline cookies. Unless you adjust your browser setting to decline cookies, our Web site will issue cookies when you log on to the Web site. If you would like further information about managing and disabling cookies, you can refer to your browser's help section or user guide. Alternatively, the Interactive Advertising Bureau has produced a guide (see www.allaboutcookies.org) which explains to users how cookies work and can be managed.

Security

St. Jude Medical has implemented appropriate, industry standard security measures to protect personal information from accidental loss or damage, unauthorized access and misuse. Access to Web site is only available over a secure socket layer ("https"). Please keep in mind that no Internet transmission is 100% secure. Where you have been given (or where you have chosen) a password which provides you access to certain parts of the Web site, you are responsible for keeping this password confidential.

Your Rights

You have the right to request access to the personal information held about you. Your right of access can be exercised in accordance with data protection laws in your country of residence.

You have the right to ask us not to process your personal information for marketing purposes or to send you email communications. If you registered to receive email communications from us and later change your mind, you may contact us to have your name removed from our marketing distribution lists.

Your Inquiries, Complaints, and Concerns

If you consider that any action taken by us breaches our privacy policy or any applicable local law, or if you have any other questions, complaints, or concerns, you may contact us at:

Chief Privacy Officer St. Jude Medical, Inc. One St. Jude Medical Plaza St. Paul, MN 55117
USA

or via e-mail at privacy@sjm.com

We will endeavour to respond within an appropriate timeframe. Please address all requests or questions about how we deal with your personal information or this policy to our Chief Privacy Officer at privacy@sjm.com.