

LENEXA MEDICAL PTY LTD

Privacy Policy

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Lenexa Medical Pty Ltd (“Lenexa”, “we”, “us” or “our”) is committed to protecting the privacy and security of personal information. We develop and supply **LenexaCARE®**, a fabric-sensor and artificial-intelligence system used in hospitals and aged-care facilities to help prevent pressure injuries and support patient monitoring.

This Privacy Policy explains how we collect, use, hold, disclose and protect personal information, and how you can access, correct or complain about our handling of your information. It applies to information collected through our website **lenexamedical.com** and our related online services, and to information collected in connection with the LenexaCARE product and services we provide to healthcare providers.

We handle personal information in accordance with the *Privacy Act 1988* (Cth) (“Privacy Act”) and the Australian Privacy Principles (“APPs”), and, where applicable, State and Territory health records legislation.

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1. Who this policy applies to

This policy applies to individuals whose personal information we may handle, including:

- visitors to our website and people who contact us or subscribe to our updates;
- staff at our customer facilities (nurses, carers, clinical and administrative staff) who use the LenexaCARE dashboard;
- patients and residents who are monitored using LenexaCARE at a customer facility;
- business contacts, suppliers, partners, investors and job applicants; and
- other individuals who interact with us.

Important — our role for clinical data. When LenexaCARE is deployed in a hospital or aged-care facility, that facility (our customer) generally determines the purposes for which patient information is collected and used,

and is the primary entity responsible to patients for that information. Lenexa typically handles patient-related data on the facility's behalf under a contract, to provide and support the LenexaCARE service. Patients should also refer to the privacy policy of the facility providing their care.

2. The kinds of personal information we collect

The information we collect depends on how you interact with us.

2.1 Website, marketing and general enquiries

- Contact and identity details — name, email address, phone number, job title, organisation.
- Communications — the content of enquiries, demo requests, newsletter subscriptions and correspondence with us.
- Technical and usage data — IP address, device and browser type, pages viewed, and similar analytics data collected via cookies and similar technologies (see Section 8).

2.2 Facility staff who use LenexaCARE

- Account and authentication details — name, work email, role, facility, and login credentials.
- Usage and audit logs — actions taken in the dashboard, alerts acknowledged, and access times, for security and clinical-governance purposes.

2.3 Patients and residents monitored by LenexaCARE

Depending on how the facility configures the service, this may include **sensitive information**, which is afforded higher protection under the Privacy Act:

- Identifiers assigned by the facility — patient/resident ID, bed or room, ward or unit (and, where the facility provides it, name).
- Sensor and monitoring data — pressure-distribution readings from the sensor cover, position, posture, movement, presence, and time-in-position.
- Health-related information — pressure-injury risk indicators, repositioning events, alerts generated, and related clinical notes entered by staff.

3. How we collect personal information

We collect personal information in the following ways:

- Directly from you — when you contact us, request a demo, subscribe to updates, apply for a role, or use the LenexaCARE dashboard.
- From the LenexaCARE system — sensor data is collected via the sensor-enabled mattress cover and Lenexa Hub at customer facilities and transmitted securely to our cloud platform.
- From our customers — healthcare facilities may provide patient identifiers and configuration data so the service can operate.
- Automatically — through cookies and analytics tools when you use our website.
- From third parties — such as our partners, referrers or publicly available sources, where relevant and lawful.

Where it is reasonable and practicable, we collect personal information directly from the individual concerned. For patient information collected through a facility, we rely on the facility to have obtained any necessary consents and to have provided appropriate notice to patients and residents.

4. Why we collect, hold and use personal information

We collect, hold and use personal information for purposes including:

- providing, operating, supporting and improving the LenexaCARE product and services;
- generating monitoring insights and alerts to help clinical staff prevent pressure injuries;
- responding to enquiries, providing demonstrations, and managing our customer relationships;
- sending updates, newsletters and marketing communications (where permitted — see Section 6);
- maintaining security, audit logs, and the integrity of our systems;
- training, testing and improving our algorithms and models, using de-identified or aggregated data wherever possible;
- meeting our legal, regulatory, clinical-governance and quality-assurance obligations; and
- recruitment and managing our workforce and suppliers.

Sensitive information (including health information) is only collected and used where the individual has consented, or where the collection is otherwise permitted or required by law — for example, where it is necessary to provide a health service, or is handled on behalf of a facility under contract.

5. Automated processing and AI

LenexaCARE uses artificial-intelligence models to analyse sensor data and generate risk indicators and alerts. These outputs are designed to **assist and inform clinical staff** — they are decision-support tools. Trained clinicians and carers remain responsible for clinical judgement and care decisions; LenexaCARE does not make automated clinical decisions on their behalf.

We are committed to transparency about automated processing, and we will update this policy and our notices as our use of automated processing evolves and as legal requirements change.

6. Direct marketing

We may send you information about Lenexa, our products and events where you have requested it or where you would reasonably expect us to, and always consistent with the Privacy Act and the *Spam Act 2003* (Cth). Every marketing email includes an unsubscribe option. You can opt out at any time by using that link or by contacting us using the details in Section 13. We do not sell personal information.

7. When we disclose personal information

We may disclose personal information to:

- the healthcare facility responsible for a patient's care, and its authorised staff;
- our service providers and contractors — including cloud hosting, IT, analytics, communications and professional-services providers — who are bound to protect the information and use it only for the services they provide to us;
- our related entities, advisors, and (in a corporate transaction) potential purchasers or investors, subject to confidentiality;
- regulators, courts or law-enforcement bodies where required or authorised by law; and
- others with your consent or as otherwise permitted by the Privacy Act.

We do not disclose personal information for the direct-marketing purposes of any other organisation.

8. Cookies and website analytics

Our website uses cookies and similar technologies to make the site work, remember your preferences, and understand how the site is used. Some cookies are essential; others (such as analytics cookies) help us improve the site. You can control or disable cookies through your browser settings, although some features may not function properly if you do.

9. Overseas disclosure and data storage

Lenexa operates in Australia and supplies LenexaCARE in markets including Australia, New Zealand and parts of Asia. Personal information may be stored or processed by us or our service providers outside Australia — for example, through cloud-hosting infrastructure. Where we disclose personal information overseas, we take reasonable steps to ensure the recipient handles it consistently with the APPs.

10. Security and retention

We take reasonable steps to protect personal information from misuse, interference and loss, and from unauthorised access, modification or disclosure. These steps include access controls and authentication, encryption in transit and at rest, audit logging, staff training, and physical and network security measures appropriate to a medical-device data environment.

We retain personal information only for as long as necessary for the purposes described in this policy or as required by law (including health-records retention requirements). When information is no longer needed, we take reasonable steps to destroy or de-identify it.

If we become aware of a data breach that is likely to result in serious harm, we will respond in accordance with the Notifiable Data Breaches scheme under the Privacy Act, including notifying affected individuals and the Office of the Australian Information Commissioner (OAIC) where required.

11. Accessing and correcting your information

You may request access to the personal information we hold about you, and ask us to correct it if it is inaccurate, out of date, incomplete or misleading. To make a request, contact us using the details in Section 13. We will respond within a reasonable period and may need to verify your identity first. There is usually no charge, though we may recover reasonable costs for access requests in some cases.

If your request relates to patient information collected through a healthcare facility, we may direct your request to that facility, as it is generally the appropriate entity to manage access and correction for its patients' records.

12. Complaints

If you have a concern or complaint about how we have handled your personal information, please contact our Privacy Officer using the details in Section 13. We take complaints seriously and will investigate and respond within a reasonable time.

If you are not satisfied with our response, you may complain to the Office of the Australian Information Commissioner (OAIC) at

- www.oaic.gov.au · 1300 363 992

13. How to contact us

For any privacy question, request or complaint, contact our Privacy Officer:

- **Privacy Officer, Lenexa Medical Pty Ltd**
- Level 1/70 Adam St, Burnley, VIC 3121, Australia
- Email: privacy@lenexamedical.com

14. Changes to this policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, or legal obligations. The current version will always be available on our website, and the effective date at the top shows when it was last updated. We encourage you to review it periodically.