

Exhibit C

From:
To:
Subject: GoodRx Pixel Settlement could affect you – Please Read

[Sub-head: You could get benefits from a settlement with GoodRX. Please Read.]

Class Member ID: <<Refnum>>

Records Indicate That You May Have Used GoodRx, via Website, Mobile App or Other Service, between <<date>> and <<date>>, and a Settlement About Data Privacy Could Affect You.

A FEDERAL COURT AUTHORIZED THIS NOTICE. THIS IS NOT A SOLICITATION FROM A LAWYER.

WHY DID YOU GET THIS EMAIL?

You are receiving this email because records indicate that you might be a Class Member in a Class Action Settlement with GoodRx Holdings, Inc. (“GoodRx”). The lawsuit is called *Named Plaintiffs v. GoodRx Holdings, Inc.*, Case No. x:23-cv-xxxx, and is pending in the United States District Court for the Southern District of Florida.

WHO IS INCLUDED IN THE SETTLEMENT?

You are included in the Settlement as a Class Member if you used any GoodRx website, app, or service between <date> and <date> and you live in the United States.

WHAT IS THE LAWSUIT ABOUT?

The lawsuit alleges that GoodRx violated the privacy rights of website, app, and other service users by collecting and sharing user information with marketing and data analytics vendors. GoodRx did this through the implementation and usage of Internet tracking technologies supplied by third parties, including software development kits (“SDKs”) and tracking pixels (“Pixels”). Vendors, including Facebook, Google, and others, used the personal and health data for purposes of advertising.

GoodRx maintains that it has meritorious defenses, and was prepared to vigorously defend the lawsuit, but have agreed to settle the lawsuit to avoid the uncertainty of litigation.

WHAT DOES THE SETTLEMENT PROVIDE?

The Settlement provides \$13 million to pay claims plus expenses associated with notice and administration costs.

- **Cash Payment:** Class Members who that submit a valid and timely Claim Form by **Month 00, 2023** will receive a *pro rata* share cash payment from the Settlement. The total amount paid to claimants depends on the total number of valid claims received and the amount remaining after expenses are paid.
- **Business Practices:** GoodRx will make all changed required to ensure that its use of Pixels complies with the Health Insurance Portability and Accountability Act (HIPAA).

HOW DO YOU GET A CASH PAYMENT?

To get money from the Settlement, you must submit a valid Claim Form by **Month 00, 2023**.

- You can download a Claim Form at www.xxxxx.com.
- Request that a Claim be mailed to you by calling (xxx) xxx-xxxx or writing to the Settlement Administrator at *GoodRx Pixel Settlement, c/o Kroll Settlement Administration, PO Box XXXX, New York, NY 10150-XXXX*.
- Claim Forms can be submitted online at www.xxxxx.com or you can submit by mailing it to the Settlement Administrator at the address above.

WHAT ARE YOUR OPTIONS?

- **Do Nothing:** If you do nothing, you will be legally bound by decisions of the Court and you will give up any right to sue about the claims resolved by this Settlement and you will not get a payment from the Settlement.
- **Exclude Yourself:** If you exclude yourself, you will not receive a cash payment from the Settlement, but you keep your right to sue GoodRx about the claims in this case. Request for Exclusion must be postmarked or submitted in person by **Month 00, 2023**.
- **Object:** If you do not exclude yourself, you may write to the Court and explain why you do not like the Settlement. Objections must be postmarked or filed in person by **Month 00, 2023**.

WHEN WILL THE SETTLEMENT BE APPROVED?

The Court will hold a Final Approval Hearing at **<Time>**, on **<Date>**, at the United States District Court for the Southern District of Florida, **<Court Address>**. At the Final Approval Hearing, the Court will consider whether the proposed Settlement is fair, reasonable, and adequate. The Court may also consider Class Counsel's application for Attorneys' Fees and Expense Award of up to **\$** and a Service Award of \$2,500 each to the Settlement Class Representatives that filed this lawsuit. If there are objections, the Court will consider them then. You may attend the Final Approval Hearing and ask to be heard by the Court, but you do not have to. Attorney fees and costs will be posted on the website after they are filed with the Court.

HOW TO GET MORE INFORMATION.

This is only a summary. For more detailed information, visit www.xxxxx.com, call **000-000-0000**, or write to the Settlement Administrator at GoodRx Pixel Settlement, c/o Kroll Settlement Administration, PO Box XXXX, New York, NY 10150-XXXX.