

Privacy Policy

(PureMed, LLC) (DBA: PureMed MD)

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IF YOU ARE EXPERIENCING A MEDICAL EMERGENCY, CALL 911 IMMEDIATELY.

PLEASE READ THIS PRIVACY POLICY CAREFULLY BEFORE USING OUR SERVICES, OUR WEBSITE, OR OUR MOBILE APPLICATIONS.

IMPORTANT NOTE - Our Notice of Privacy Practices is a separate document that governs how protected health information ("PHI") about you may be used and disclosed in connection with the health care services in accordance with the Health Insurance Portability and Accountability Act ("HIPAA").

I. Introduction

This Privacy Policy (the "Privacy Policy") describes the types of information PureMed, LLC. and its affiliates, including certain affiliated professional entities (collectively, "PureMed", "we", "our", or "us") may collect from you or that you may provide when you use the PureMedMD.com website ("website"), our iOS mobile application ("iOS mobile app") or our mobile web application that includes our Android mobile application ("mobile web app") and (collectively the "Platform").

This Privacy Policy is incorporated into our Terms of Service. All capitalized terms used in this Privacy Policy, but not defined herein, have the meanings assigned to them in the Terms of Service. By accessing or using the Platform, you acknowledge that you have read, understood and agreed to be legally bound by and comply with this Privacy Policy and our Terms of Service. If any term in this Privacy Policy is unacceptable to you, please do not use the Platform or provide any Personal Information. This Privacy Policy may change from time to time and your use of the Platform after we make changes is deemed to be acceptance of those changes, so please check this Privacy Policy periodically for updates.

This Privacy Policy does not apply to information collected by any third- party, including through any application or content (including advertising) that may link to, be embedded on, or otherwise accessible from or on the Platform. Also, you may be subject to different privacy policies or terms of service for other websites or applications.

PureMed is committed to protecting your privacy. We provide this Privacy Policy to explain the type of information we collect and to inform you of the specific practices and guidelines that protect the security and confidentiality of personal information.

II. Information We Collect About You and How It's Collected

- Information by which you may be personally identified, such as name, mailing address, email address, telephone number and account information, postal address, gender, occupation, billing and collection information that you provide to us, information related to your eligibility, or any other information collected on the Platform that is defined as personally identifiable information under applicable law ("Personal Information").
- Health-related information, such as clinical history and condition, and any other information exchanged in emails, texts, chats or calls between you and PureMed.
- Information about your Internet connection, the equipment you use to access our Platform, and usage details.
- Information about you, such as whether you are a current user, your product interests, location or demographics, or information related to your inquiry or request.
- Any other information we specifically request.

We collect this information:

- Automatically as you navigate through the Platform (e.g., usage details, IP address, and information collected through cookies, web beacons, and other tracking technologies).
- From third-parties with whom we work to provide you services, such as physicians, medical professionals, and pharmacies.
- We may receive certain information about you through companies that provide us with such information as part of their relationship with us, including Meta, Google Analytics, Google Ads, PayPal, and other third-party tools. We may also receive information about you from your social media accounts if you use those accounts to sign-in to your account with us.

Information You Give to Us.

The information we collect on or through our Platform may include:

- Information that we collect when you browse our website or download one of our mobile apps. Even without creating an account, we still may collect from you some of the information described in this
- Information that you provide on our Platform, including information provided when you sign in or register for an account on the Platform or for services provided by one of our affiliates, or through communications with you through the Platform or as a result of any healthcare services.
- Information for treatment, payment, customer service; and when you provide feedback on our Platform, including payment processing information that includes billing information, such as a name, address, email address, and payment card information. When you provide or update your payment processing information, we transmit the payment via an encrypted connection to a third-party credit card processor. PureMed does not collect or store your full credit card details.
- Records and copies of your correspondence (including email addresses) if you contact us, such as when you report an issue with our Platform or other services.
- Information that you provide for display or posting on the Platform, including

information provided in social media and/or testimonials. If you provide a testimonial, your first name will be posted along with the testimonial. Please remember that testimonials are located in the public areas of our Platform. Do not provide information for display or posting on the Platform that you would not want others to save or share.

- Your search queries on the Platform.

As with many other websites and applications, as you navigate through and interact with our Platform, we may use automatic data tracking technologies to collect certain information about your equipment, browsing actions, and patterns, including:

logs, language, date and time of access, frequency, and other communication data and the resources that you access and use on the Platform.

- Information about your computer and Internet connection, including your IP address, operating system, host domain, and browser type.
- Details of referring websites (URL). We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking).

The information we collect automatically includes statistical data and may also include Personal Information. We may also maintain it or associate it with Personal Information you provide to us or that we collect in other ways or receive from third parties. It helps us to improve our Platform and to deliver a better and more personalized service, including by enabling us to:

- Estimate how individuals access and use our Platform.
- Store information about your preferences.
- Speed up your searches.
- Recognize you when you return to our Platform.

We may use “cookies” or other data tracking technologies (collectively “cookies”) to help us deliver content specific to your interests, to process your requests, and/or to analyze your visiting patterns. We may collect the following types of information about your visit including: the domain from which you access the Internet; IP address; operating system and information about the device or browser used when visiting the Platform; date and time of your visit; content you visited; general location; and website (such as google.com or bing.com) and website referral source (such as email notice or social media site) that connected you to the Platform.

Cookies, by themselves, will not be used by PureMed to disclose your individual identity. This information identifies your browser to our servers when you use the Platform. We also use different types of first- and third-party cookies on the Platform. For example, we use cookies to track user trends and patterns. This helps us better understand and improve areas of the Platform that our users find valuable. We use cookies to personalize content and ads, to provide social media features and to analyze our traffic. We also share information to provide services better tailored to our users’ needs.

- Meta Platforms. We use Meta Platforms (including, Facebook and Instagram) (collectively, “Meta”), a web analytics and advertising service provided by Meta on our Site. With its help, we and our customers can keep track of what users do after they see or click on a Meta advertisement, keep track of users who access our Site or advertisements from different devices, and better provide advertisements to our target audiences. The data from Meta is also saved and processed by Meta. Meta can connect this data with your Facebook or Instagram account and use it for its own and others advertising purposes, in accordance with Meta’s Data Policy which can be found at, <https://www.facebook.com/about/privacy/>.
- Google Analytics. We use Google Analytics, a web analytics service provided by Google, Inc. (“Google”) to collect certain information relating to your use of our Site. Google Analytics uses cookies, to help our Site analyze how users use our Site. You can find out more about how Google uses data by visiting “How Google Uses Data When You Use Our Partners’ Sites or Apps” located at www.google.com/policies/privacy/partners/.
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- For more information, please visit Google and pages that describe Google Analytics, such as www.google.com/analytics/learn/privacy.html.

- Google Ads. Google Ads remarketing service is provided by Google Inc.
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- Settings page: <http://www.google.com/settings/ads>. Google also recommends installing the Google Ads Opt-out Browser Add-on (<https://tools.google.com/dlpage/gaoptout>) for your web browser. Google Ads Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics. For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <https://policies.google.com/privacy?hl=en>.
- PayPal. We use PayPal as our payment processor. In order to allow PayPal to function properly, a cookie is stored on your browser, which assists in detecting and preventing fraud.
- Other Third-Party Tools. We use other third party tools that allow us to track the performance of our Site. These tools provide us with information about errors, app and website performance, and other technical details we may use to improve our Site and/or our Service.

Advertising: We may use data about how you browse and shop in order to show you ads for PureMed or our advertising partners that are relevant to you.

We may use your browsing activity across participating websites to show you interest-based advertisements on those websites. Interest-based ads are ads presented to you based on your browsing behavior to provide you with ads more tailored to your interests. These interest-based ads may be presented to you while you are browsing our Platform or third-party sites not owned by PureMed.

We may also collect data by using “pixel tags,” “web beacons,” “clear GIFs” or similar means (collectively, “pixel tags”) that allow us to know when you visit our Platform. Through pixel tags, we collect non-Personal Information or aggregate information that can be used to enhance your online experience and understand traffic patterns.

Information We Receive From Other Sources.

This is information we receive about you if you use any of the other websites we operate or other services we provide. We sometimes work with third parties and they sometimes provide information about you. We obtain information from such third-parties with whom we work to provide you with certain services (including, for

example, sub-contractors, analytics providers, advertising networks, and search information providers, or third parties who share your information to provide health providers or PureMed).

In addition, we may use third-party providers to serve or track interactions on other websites. You may link to or access our Platform using other third-party websites. Use of such third-party websites is subject to the terms of service and privacy policies of those third parties. PureMed does not control the use of third-party technology or the resulting information and is not responsible for any actions or policies of such third parties.

Where permitted by applicable law, we may also receive Personal Information about you from third-party sources (e.g., lead generators) to determine whether an PureMed product or service is right for you and to send promotional emails to customers and prospective customers.

We may combine information we receive from other sources with information you give to us and information we collect about you. Depending on the types of information received, we will use the information received from other sources or the combined information for the purposes described in Section III: HOW WE USE YOUR INFORMATION.

III. How We Use Your Information

We may use information collected about you, including Personal Information, in the following ways: request online, such as payment processing, including determining eligibility, use, and other benefits.

- For treatment, payment, or healthcare operational purposes.
- To communicate with you about our healthcare services and information, products, and services that you request from us (which may include telephone, voicemail, email, SMS/text messages, or notifications within the Platform).
- To contact you if you receive healthcare services resulting from your use of the Platform.

- To administer your account, including processing your payments and fulfilling your orders if you receive healthcare services resulting from your use of the Platform.
- To operate the Platform and perform any services associated with the Platform, including providing you with technical support and to improve the Platform and our products and services.
- To provide you with information that you have requested or to respond to your inquiries.
- To create de-identified information that cannot be used to personally identify you
- To measure or understand the effectiveness of communications (including advertising) that we send to you and others, and to deliver relevant communications to you and to provide you with communications from PureMed, surveys, newsletters, and other information.
- To enhance the safety and security or performance of our products and services. This includes verifying your identity, preventing or detecting fraud or other unauthorized or illegal activities.
- To design, develop, and communicate with you about our features, products, and services, or, subject to any consents or authorizations that are required by applicable law, those of our subsidiaries, affiliates, and parent companies and any of their related businesses and those of our third-party partners.
- To notify you about changes to our services or the Platform.
- To enforce this Privacy Policy and any other terms that you have agreed to, including to protect the rights, property, or safety of us or any other person, or the copyright-protected content of the Platform.
- For any purpose where you have given your consent (where legally required)

IV. Disclosure of Your Information

We may disclose Personal Information that we collect or you provide as described in this Privacy Policy as follows:

- For treatment, payment, or healthcare operations purposes.
- To anyone authorized under this Privacy Policy or pursuant to any other consent or authorization that you may provide.
- To service providers that assist us in the maintenance, improvement, and optimization of our Platform, such as service providers that help us run and maintain the technology and security infrastructure that support our Platform or that provide services such as email delivery, auditing, and similar services.
- To medical providers, including without limitation, physicians, healthcare facilities and organizations, pharmacies, and laboratories that provide any services to you, including medical providers with whom you communicate and/or medical providers who review your information in providing healthcare services to you. You acknowledge and agree that when medical providers provide services to you, the medical providers and all personnel of their professional entities may see any information
- To PureMed and its affiliated professional entities' employees, or other third-parties who provide services to PureMed or an affiliated professional entity.
- To our affiliates and their employees, including for the purpose of posting information or notifications about healthcare services in your account.
- To fulfill the purpose for which you provide it. For example, if you sign up for certain services, we may share your information in order to provide those services.
- To third-party credit card processors via an encrypted connection so that they can process any payments by you.
- To any third-parties we believe necessary or appropriate to comply with applicable laws.

- To entities that assist us with marketing and advertising.
- For any other purpose disclosed by us when you provide the information or with your consent.
- If we are under a duty to disclose or share your Personal Information in order to comply with applicable law.
- To comply with any legal obligation, or in order to enforce or apply our Terms of Service and other agreements; or to protect the rights, property, or safety of PureMed, our customers, or others. This may include exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.
- With respect to de-identified information, for any purpose without restriction.
- In the event of a sale, merger, consolidation, change in control, transfer of substantial assets, reorganization, or liquidation, we may transfer, sell, or assign to third-parties information concerning your relationship with us, including, without limitation, Personal Information that you provide and other information concerning your relationship with us.
- For any purpose related to our use of information as set forth in Section III: HOW WE USE YOUR INFORMATION.

V. Options About How We Use And Disclose Your Information

We strive to provide you with options regarding the Personal Information you provide to us. We have created mechanisms to provide you with control over your information:

- Tracking Technologies and Advertising. You can set your browser to

Platform may then be inaccessible or may not function properly.

- Do Not Track. We do not currently respond to “do not track” signals.
- Promotional Offers from PureMed, its affiliates, or third-party partners. If you do not wish to have your contact information used by PureMed to promote our own products or services, you can unsubscribe by sending a message to info@puremedmd.com. If you are receiving email from PureMed or from one of our third-party partners, but do not have an account with us, you can unsubscribe at the bottom of the email. If you are not able to unsubscribe online through one of those methods, please contact us and we can handle your request. You can also always exercise your right to ask us not to process your Personal Information for marketing purposes by contacting us at the address in Section XI (Contact Information). If we have sent you a promotional email, you may unsubscribe by clicking in the unsubscribe link in the bottom of the email.
- Mobile Alerts. By providing your mobile number to us, you agree to be contacted by or on behalf of PureMed and its affiliates, including our medical organizations, at the mobile number you have provided, including via phone call or text message, to receive transactional communications relating to the Platform or services we provide, and you recognize and acknowledge that text messaging is an inherently less secure method of communication and agree to receive text messages regardless of the level of security associated with them.
- SMS Marketing. By consenting to receive marketing text messages, which are subject to separate consent terms, you consent to receive recurring marketing text messages, which may relate to your health consultation and treatment that you receive through PureMed.
- Social Media Account Sign On. To the extent that you choose to use a social media account application (such as Google, Facebook, or Apple) to create your online account on the Site or otherwise sign into the Site, you understand that if another person has access to your social media account, they will also have access to your account on the Site. That means that another person could access any personal information contained on the Site. It’s your decision about whether to give another person access to your social media account and whether to use that account to sign

on to the Site. Additionally, if you use a social media account application to sign into the Site, you understand that the social media account application may send information from your social media account to PureMed..

VI. Data Security

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our Platform, you are responsible for keeping this password confidential. We ask you not to share a password with anyone. The information you share in public areas may be viewed by any user of the Platform.

Unfortunately, the transmission of information via the Internet is not completely secure. Although we will do our best to protect your Personal Information, we cannot guarantee the security of your data transmitted to our Platform; any transmission is at your own risk.

When you use our Platform there is a risk that your PHI will be stored unencrypted on your mobile device. We take a variety of technical safeguards to make sure that your PHI does not leak onto your mobile device but we cannot guarantee that these safeguards work.

VII. Third-Party Platforms

Our Platform may contain links or references to other websites outside of our control. Please be aware that this Privacy Policy does not apply to third-party websites. PureMed encourages you to read the privacy statements and terms of service of linked or referenced websites you enter. These third-party websites may send their own cookies and other

RESPONSIBLE FOR WHAT THIRD-PARTIES DO IN CONNECTION WITH THEIR WEBSITES, OR HOW THEY HANDLE YOUR PERSONAL INFORMATION. PLEASE EXERCISE CAUTION AND CONSULT THE PRIVACY POLICIES POSTED ON EACH THIRD-PARTY WEBSITE FOR FURTHER INFORMATION.

VIII.No Services To Persons Under The Age of 18

PureMed does not knowingly provide services to minors under 18

IX. California Resident Privacy Rights

If you are a resident of California, the California Consumer Privacy Act (“CCPA”) provides you with additional rights regarding your Personal Information. This section describes the Personal Information we collect about you, how we use and disclose it, and how you can exercise your privacy rights under the CCPA.

Your privacy rights under the CCPA do not apply to all information that we might collect, use or disclose. For example, the CCPA does not apply to PHI governed by HIPAA, “medical information” governed by the California Confidentiality of Medical Information Act (“CMIA”), or other patient information we maintain in the same manner as PHI or “medical information.” The CCPA also excludes other categories of information.

Notice of Privacy Practices. If you would like to learn more about how we collect, process, or disclose your information that is not covered by the CCPA, or to exercise the rights that may be available to you under HIPAA and other laws, please review this Privacy Policy (excluding this Section IX) and our Notice of Privacy Practices. For your Personal Information covered by the CCPA, your rights are described below.

I. Personal Information Disclosures

In the last twelve (12) months, we have collected the following categories of Personal Information about you:

- Identifiers (e.g., name, mailing address, email address, and telephone number, as well as unique identifiers such as your IP address, cookies or similar data)
- Characteristics of protected classifications under California or Federal law (e.g., your gender or age)
- Internet or Other Electronic Network Activity Information (e.g., browsing history, activity, and service pages visited to help you get started, and information regarding your interactions with our Platform)
- Geolocation Data
- Audio, electronic or similar information when you contact our customer care center by phone
- Inferences drawn from the information identified above

We collect this Personal Information directly from you when you provide it to us; automatically as you navigate through the Platform; or from third party sources to help us determine whether an PureMed product or service is right for you and to send promotional emails and/or text messages to customers and prospective customers.

We collect and use your Personal Information for our own operational purposes to provide services to you; audit interactions on the Platform; secure our Platform and detect, protect, and investigate against security incidents; or improve our Platform (e.g., identify bugs, repair errors, and ensure that services function as intended).

II. Categories of Personal Information

Categories of Third-Parties

- Identifiers (e.g., such as your email address, IP address, account login information, cookies or similar data)

- Service providers who provide professional or technical support functions; Professional service organizations; Analytics providers for our Platform.
- Internet or other similar network activity (e.g., browsing history, activity, and service pages visited to help you get started, search history, and information regarding your interactions with our Platform)
- Service providers who provide professional or technical support functions; Analytics providers for our Platform.
- Geolocation data
- Service providers who provide professional or technical support functions; Analytics providers for our Platform.

We may engage third-parties to help deliver interest-based products and information and make available or transfer your Personal Information (e.g., Identifiers such as your IP address, Geolocation data, and Internet or other similar network activity) to third-parties, such as advertising agencies, advertising services, analytics providers, sponsored content providers, social media platforms, and other similar technology companies. In certain cases, sharing data with these providers could be considered a “sale” under CCPA even though it is not a sale in the traditional sense. In the prior twelve (12) months, we may have sold (as defined by the CCPA) or disclosed for consideration certain categories of your Personal Information.

III. California Resident Privacy Rights

If you are a California resident, you have the following rights:

- Right to Know: You have the right to know about the Personal Information we collect, use, and disclose about you in the twelve (12) months preceding your request. Upon verifying your identity, we will provide you with the specific pieces of Personal Information we have collected about you. We also will disclose the categories of Personal Information we have collected about you and purposes for doing so; the categories of sources of that data; the categories of third parties with whom we shared it for a business purpose and our purposes for doing so; and the categories of third parties to whom we sold Personal Information and our purposes for doing so.

unless an exception applies, such as when the information is necessary to complete the transaction or contract for which it was collected.

- **Right to Opt-out of the Sale:** You have the right to request that we do not sell your Personal Information to third parties. While we do not “sell” your data in the traditional sense, the CCPA defines this term broadly to include our use of certain third-party advertising and marketing services as described above.
- **Right to Non-Discrimination:** We do not discriminate against you for exercising any of your privacy rights under CCPA or applicable law, including discrimination in the form of: denying you goods or services; charging you different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties; providing you a different level of quality of goods or services; or suggesting that you will receive a different price or rate for goods or services or a different level of quality of goods or services.

IV. How to Exercise Your Privacy Rights

- For “Right to Know” and “Right to Deletion” requests, visit and complete a request by writing to the Compliance Officer by writing to info@puremedmd.com. We must verify your identity or authority to make the request and confirm the Personal Information relates to you, or others. To do so, we collect your name, e-mail address, phone number to match your identity with the data we have about you. In some instances, we may ask you to declare under penalty of perjury that you are the consumer whose Personal Information is the subject of the request.
- You also may designate an authorized agent to make a request for you. To use authorized agent, you or your authorized agent must:
submit proof that the authorized agent is registered with the California Secretary of State and that you have authorized be able to act on your behalf,

submit evidence that you have provided the authorized agent with power of attorney pursuant to the California Probate Code, or

provide the authorized agent written and signed permission to act on your behalf,

verify your identity with us, and directly confirm with us that you have provided the authorized agent permission to submit the request.

We may deny a request from an authorized agent who does not submit sufficient proof to act on your behalf.

X. Revisions to Our Privacy Policy

We reserve the right to change this Privacy Policy at any time. It is our policy to post any changes we make to our Privacy Policy on this page. The date this Privacy Policy was last modified is identified at the top of the page. You are responsible for ensuring we have an up-to-date, active, and deliverable email address for you, and for periodically monitoring and reviewing any updates to this Privacy Policy.

XI. Contact Information

If you have any questions or comments about this Privacy Policy and our privacy practices, please message us through the Platform or contact us at:

info@puremedmd.com

For California Residents with questions or comments about this Privacy Policy and the CCPA, please contact us at: info@puremedmd.com
