

Consumer Health Data Privacy Policy

Last updated: July 7, 2025

Prime Health Platform LLC and its affiliates (“Company,” “we,” “us,” or “our”) values your privacy. This Consumer Health Data Privacy Policy (the “CHDPP”) specifically addresses our collection, use and disclosure of “Consumer Health Data” as defined by Washington and Nevada state laws. This CHDPP supplements our general [Privacy Policy](#) and takes precedence for Washington and Nevada residents regarding Consumer Health Data.

This CHDPP does not cover “Protected Health Information” under HIPAA. Please refer to the relevant section of our [Privacy Policy](#) for HIPAA-related information.

We may update this CHDPP as needed to comply with applicable laws, with the effective date posted at the top.

Consumer Health Data We Collect

We may collect the following Consumer Health Data:

- health conditions, treatment, diseases, or diagnosis;
- medical, behavioral, social, and psychological interventions;
- health-related surgeries or procedures;
- use or purchase of prescribed medication;
- bodily functions, vital signs, symptoms, or measurements;
- diagnoses or diagnostic testing, treatment, or medication;
- gender-affirming care information;
- reproductive or sexual health information;
- biometric data;
- genetic data;
- precise location information that may indicate seeking health services or supplies;
- other information used to infer or derive health-related data.

This data may be collected via our Services or when you seek healthcare services through our Site. It may be combined with automatically collected information (e.g., IP address, advertising IDs) and personal information you provide.

We will obtain your consent to collect Consumer Health Data unless it's necessary for a requested product or service, or otherwise permitted by law.

Purposes of Collecting and Using Consumer Health Data

We use your Consumer Health Data to:

- create and manage your account;
- provide products and services;
- communicate with you about surveys, events, programs, and promotions;
- operate and improve our business;
- respond to your inquiries and provide customer support;
- perform data analyses (e.g., market, trend analysis);
- personalize your website experience;

- identify user demographics and usage patterns;
- prevent fraud or criminal activity;
- comply with legal requirements and enforce our policies.

We will obtain your consent to use Consumer Health Data unless it's necessary for a requested product or service, or otherwise permitted by law.

Sources of Consumer Health Data

We may collect Consumer Health Data from:

- you directly;
- your devices;
- service providers acting on our behalf;
- business and marketing partners;
- third parties (e.g., social media, where you make information available);
- publicly available sources.

Sharing Consumer Health Data

We may share Consumer Health Data with:

- our affiliates and subsidiaries;
- healthcare providers for Services;
- service providers and partners essential to our operations and your transactions;
- professional advisors (e.g., accountants and attorneys);
- parties with whom you have a direct relationship to facilitate services;
- in connection with business transactions (e.g., acquisitions);
- third parties with your consent or at your direction (e.g., for advertising);
- governmental authorities, when legally required, for law enforcement, to defend our legal rights, or to prevent harm or illegal activity.

We will obtain your consent to share Consumer Health Data unless it's necessary for a requested product or service, or otherwise permitted by law.

Your Rights and Choices

Under applicable state laws (e.g., Washington and Nevada), you may have rights regarding your Consumer Health Data, such as access or deletion. These rights can vary by state.

To exercise these rights, please contact us at privacy@joinprimehealth.com. Note that exercising certain choices may limit or make some services unavailable.

To protect your privacy, we will verify your identity before processing any request by asking for information we already have on file.

If we deny your request, you have the right to appeal our decision within a reasonable timeframe by contacting privacy@joinprimehealth.com.

Updates to this Policy

We may update this CHDPP at any time. We will notify you of significant changes by posting a notice on our Site and updating the "Last updated" date at the top of this policy.

How To Contact Us

For questions about this CHDPP or our Consumer Health Data practices, please email us at privacy@joinprimehealth.com.