

PRIVACY POLICY

Last updated: July 7, 2025

Prime Health Platform LLC and its affiliates (“Company”, “we”, “us”, or “our”) makes certain information available regarding remote weight loss treatment programs and facilitates access to telemedicine and expert medical services provided by the Professional Entities set forth in the [Prime Health Terms of Service](#). This Privacy Policy describes how the Company uses, discloses, and processes information that may identify you (“Personal Information”) and that is collected or derived from your interactions with our website made available at [joinprimehealth.com](#) or a Prime Health mobile application (collectively, the “Site”), and our services accessible through the Site (the “Services”).

By accessing or using the Services, you signify that you have read, understood and agree to our collection, storage, use and disclosure of your Personal Information as described in this Privacy Policy. We reserve the right, at our discretion, to change, modify, add, or remove portions of this Policy at any time. Material changes will be conspicuously posted on the Site or otherwise communicated to you. All changes will be effective immediately upon posting to the Site.

This Privacy Policy does not apply to users of our Services who are located outside the United States or to third-party websites or services that may be linked within our Services. Our website is hosted in the United States. If you are visiting our website from outside of the United States, please note that by providing your Personal Information, it is being transferred to, stored, collected, or processed in the United States, where our servers are located and operated.

Any information you provide to those third-party websites are controlled by those third parties and are subject to their privacy policies. We encourage you to read their privacy policies carefully before giving them your information.

Minors Under the Age of 18

The Site and Services are not intended for minors under 18 years of age, and we do not knowingly collect Personal Information from minors under 18. If we learn we have collected or received Personal Information from a minor who is a child under age 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a minor under 18 or a child under 16, please contact us at privacy@joinprimehealth.com.

Supplemental State Privacy Notices

For California Residents: see the California Privacy Rights Notice below for additional rights and information that may apply to you.

For residents of Colorado, Connecticut, Delaware, Iowa, Montana, Nebraska, New Hampshire, New Jersey, Nevada, Oregon, Texas, Virginia, and Utah: see the State Supplemental Privacy Notice below for additional rights and information that may apply to you.

In states with laws applicable to consumer health data (e.g., Washington and Nevada), our [Consumer Health Data Privacy Policy](#) also applies.

INFORMATION WE COLLECT ABOUT YOU

We may collect Personal Information directly from you via the Site and Services, including via dynamic intake forms where you enter information electronically via our Site, and from third parties, as well as automatically through your use of the Site and Services.

Account, Demographic, and Contact Information: You may browse the informational areas of the Site without creating an account. However, registration is required to use the Services. To register, you are asked to provide certain Personal Information, such as your name, date of birth, address, email, phone number and certain transactional information.

The email address that you provide is the email address that will be used for correspondence regarding your account as well as your medical information and prescriptions. By providing us with an email address you recognize, understand, and agree that this is the email address we will use for your account and communications regarding your medical information and your prescriptions. We are not responsible for any disclosures that may result from a third party's access to your email account, whether or not that access is authorized by you

Using the Service: When you use the Services, we collect additional information you provide to us such as your preferences related to the Services and health care providers, information related to scheduling appointments, and payment information.

Webforms and Requests: Information you submit through online or interactive forms available within the Services, including submission of feedback, requesting additional information, or contacting us with a question or concern.

Websites: Information such as your username and password to enter certain sections of the Site or Services, unique identifiers, preference information, browser type, Internet service provider (ISP), referring/exit pages, the files viewed on our site, operating system, date/time stamp, and clickstream data and other pieces of information. This is further described in the Cookies and Tracking Technologies subsection below.

Log Information: Usage details of our Services, including the address (or URL) where you came from before visiting us, which pages or features you visit or utilize, which browser you use, search terms you enter, and items you click on. We may also create usage statistics and monitor the traffic from your use or interaction with our Services. This includes information provided to the browser.

Internet Protocol (IP) Addresses: Internet protocol (IP) addresses are unique identifiers automatically assigned to each computer when logging onto the Internet. We generally collect IP address information from visitors using or interacting with the Services and we log them for system administration purposes. In some cases, as described below, we may also use IP addresses

to serve you ads on third party websites regarding our Services that may be of interest to you based upon your use or interaction with the Services if you have [opted-in](#) to certain types of cookies. You can always adjust your Cookie Settings or your individual browser's settings.

Location Information: Your location information may be collected in a variety of ways depending on how you use or interact with our Services. For example, location information can be derived from your IP address, location information associated with your use of a device, your country or location selection, or other location-based components and content of our Services.

Financial and Payment Information: In certain circumstances, we may collect payment information. If a credit card is used to purchase, we may collect information necessary to process the credit card transaction, such as the credit card type, number, and expiration date.

Social Media: Our Services may link to our pages or accounts on third party social media networks (“Social Media”), but our Services do not use social media plug-ins. If you choose to interact with us on Social Media, we may collect the information you publish or submit. Note that this information is also governed by the privacy policies of the respective companies offering the Social Media service.

Video Recording and Photographs: If you choose to use certain portions of our Services which involve video and/or photography, we will collect this Personal Information from you in order to provide you with the Services you have requested.

Customer Support, Product Research, and Feedback: When you reach out to us such as to obtain support, give us feedback about the Service and the Providers, or participate in optional satisfaction surveys, product research (including user testing), we may also collect information that you choose to share.

Personal Information Obtained from Third Parties: We may also get Personal Information about you from other third parties, including your health care providers, where permitted by applicable law.

Communications: We may collect your Personal Data via email, by phone, by text, by instant message, live chat, Social Media platforms, and through third party advertisers. We do not control our business partners' use of Personal Data, and their use of your Personal Data will be in accordance with their own privacy policies.

User-Specific Information: Depending on the type of user you are, and which components of our Services you utilize, we may also collect additional types of Personal Information from you such as:

Users of Online Services: How you use and interact with our online Services, such as the date of your last login, the type of content that you viewed or accessed, pages you viewed, features you use, your browser and device type, error reports, and any links you click on to leave or interact with the Service

Patients:

You will be required to complete a medical profile where you will communicate health-related information to Company, which we will pass through to the healthcare provider licensed to practice medicine in your jurisdiction, along with Personal Information such as your registration information and picture ID. The healthcare providers that currently provide healthcare services via the Company platform consist of the Professional Entities set forth in the Terms of Service (each a “Provider”). Company is not responsible for any Provider’s use of your Personal Information. We encourage you to visit the Provider Notice of Privacy Practices available [here](#).

We also provide the technology platform pursuant to which you provide additional Personal Information directly to your Provider, via real time chat and telephone, live 2- way video and audio, and/or secure messaging (including email and text messages). We forward the Personal Information you provide directly to us to your Provider via “store and forward” technology, also known as “asynchronous” technology, which involves the electronic transmission to your Provider of the health information you provide us.

Providers and Clinical Staff: Your professional credentials, affiliations, and other information needed to administer the Services and treat patients

Prescription Information and Pharmacies: In the event your Provider authorizes a prescription, the Services facilitate the placement and delivery of that prescription to you via a pharmacy partnered with the Provider for prescription fulfillment (a “Pharmacy”). The Company is not responsible for any Pharmacy’s use of your Personal Information.

HIPAA Does Not Apply: Information provided through the Services, whether or not disclosed to either a Provider or a Pharmacy, is not considered “protected health information” and is not subject to the Health Insurance Portability and Accountability Act of 1996 and its related regulations and amendments (collectively, “HIPAA”). It is important to note that HIPAA does not necessarily apply to an entity or person simply because there is health information involved, and HIPAA does not apply to your transactions or communications with Company. However, any medical or health information that you provide that is subject to specific protections under applicable state or federal laws will be used and disclosed in accordance with such applicable laws

Sensitive Information: We do not intend to collect any data that reveals your racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, or that involves genetic data or data concerning sexual orientation. Due to the nature of our Services, certain information we collect may be considered “Sensitive Personal Information” in certain states such as information relating to your health information. Depending upon the state of your residence, you may have additional rights relating to our use of your Sensitive Personal Information. Please review our State Supplemental Privacy Notices for additional information

Information We Receive from Others: The Company may also receive Personal Information about you from third parties. These third parties consist of internet based advertising providers

that provide lead information and data analytics providers that may provide us Personal Information about you. We also collect additional Personal Information about you from the Providers and Pharmacies that provide diagnosis and treatment.

COOKIES AND TRACKING TECHNOLOGIES

We and our service providers may use cookies and similar technologies to collect usage and browser information about how you use our website. We process the information collected through such technologies, which may include or be combined with Personal Information, to help operate certain features of our website, to enhance your experience through personalization, and to help us better understand the features of our website that you and other users are most interested in.

In order to manage your preferences with respect to these technologies, please visit our [preferences](#) page. In addition, most browsers provide you with the ability to block, delete, or disable cookies, and your mobile device may allow you to disable transmission of unique identifiers and location data. If you choose to reject cookies or block device identifiers, some features of our Services may not be available, or some functionality may be limited or unavailable. Please review the help pages of your browser or mobile device for assistance with changing your settings. We do not respond to Do Not Track (“DNT”) signals sent to us by your browser at this time.

Analytics

Like many websites, our Site uses analytics tools to collect information about your use of our Site. Your web browser automatically sends this information to our analytics vendor, such as the web address of the page that you visit and your IP address. Our analytics providers may also set cookies or read preexisting cookies. This information may be stored on the vendor’s servers. Our analytics provider may then use this information to provide us with reports about traffic to our Site and your visit to our Site (such as the domain from which you access the internet, the web address of the website from which you linked to our Site, the time and date of your visit to the web pages that you view and click-through). We will use this data to improve our Site structure and content.

HOW WE MAY USE YOUR INFORMATION

Depending on what Services you use and how you interact with us, we may use your Personal Information in the following ways:

- To administer the Services;
- To manage business transactions;
- To respond to your inquiries and provide information about the Services;
- To send you marketing information as permitted by applicable law;
- To send you advertisements you may be interested in as permitted by applicable law;
- To improve the Services and user experience;

- If we are involved in a merger, acquisition, or sale of our assets (or a portion thereof), it may impact how we process your Personal Information. In such an instance, we will comply with all applicable laws and treat your Personal Information accordingly;
- To maintain records relating to your account;
- To manage our relationship and communicate with you and our customers about new features and Services that we may offer;
- To respond to inquiries and resolve disputes;
- To carry out analytics, quality control, security processes and similar activities, in order to identify and develop potential improvements to the Services;
- To aggregate information and analyze outcomes for the Services;
- To measure your satisfaction with our company through surveys, feedback and ratings;
- To process payments from you in certain circumstances;
- To prevent, detect, and prosecute illegal or fraudulent activity on the Services;
- Other uses required to do so by law, for example in order to maintain accounting records, compliance with applicable retention obligations, for purposes of reporting obligations, to respond to lawful requests by public authorities, to investigate potential breaches and to protect our rights, property, safety and those of our users; and
- When permitted by law, we may also enhance or combine information about you, including your Personal Information, with information about you that we obtain from third parties for the same purposes described in this Privacy Policy.

HOW WE MAY SHARE YOUR INFORMATION

We may share your Personal Information to the following third parties, and for the following reasons, in accordance with applicable law:

- Health Care Providers: To the health care providers who are treating you.
- Affiliates and Employees: To our related entity affiliates, and our employees, in order to provide you with the Services.
- Links to/From Third-Party Website: As a resource to our users, we may provide links to/from other unaffiliated websites or services within our Services. If you choose to visit such third-party websites or services, please note that any information you submit to them is not subject to this Privacy Policy.
- For Legal Obligation or Safety Reasons: When we have a good faith belief that access, use, preservation or disclosure of Personal Information is reasonably necessary to (a) satisfy or comply With any requirement of law, regulation, legal process, or enforceable governmental request, (b) enforce or investigate a potential violation of the Terms of Use, (c) detect, prevent, or otherwise respond to fraud, security or technical concerns, (d) support auditing and compliance functions, or (e) protect the rights, property, or safety of our users, or the public against harm.
- In the Case of a Merger or Sale: If and when we are involved in a merger, acquisition, or any form of transfer or sale of some or all of its business, whether as an ongoing concern or as part of bankruptcy, liquidation, or similar proceeding. Personal Information may be transferred along with the business. Where legally required, we will give you prior Policy

and if you have a legal right to do so, an opportunity to object to this transfer. To Service Providers: When we hire a service provider to help operate the Site or our business, we may give access to Personal Information as necessary to perform the service for us. This may include service providers that operate our Site, send our communications, or run our promotions.

- To Business Partners: We may share Personal Information with our trusted business partners. For example, we may share your Personal Information with a company when we co-sponsor a promotion or service. These partners and affiliates may use your

Personal Information to, among other things, send you information or contact you about their services and products

- Company may disclose aggregated or de-identified information (in other words, information that does not personally identify you) without restriction, subject to applicable law. Company is the sole and exclusive owner of such de-identified and aggregated information.

HOW WE PROTECT PERSONAL INFORMATION

We use commercially reasonable efforts to protect the confidentiality and security of Personal Information. However, despite these efforts to store Personal Information in a secure environment, we cannot guarantee the security of Personal Information during its transmission or its storage on our systems

WHAT YOU SHOULD DO TO PROTECT YOUR INFORMATION

Your cooperation is imperative in safeguarding your Personal Information. Choose your account password carefully, as anyone with access to your account password may be able to assume your online identity, view and modify your information, including treatment information, communicate with Company and your health care provider via the Site, and take other action. It is your responsibility to prevent disclosure of your password to others, and to change your password if you feel that its security has been compromised. You should take steps to protect against unauthorized access to your password, phone, and computer by, among other things, signing off after using a disclosed computer, choosing a robust password, and keeping your login and password private. If you suspect someone has accessed your account or that your account's security has otherwise been compromised, please contact us immediately as set forth below.

Additionally, you will periodically receive email correspondence from Company that may include information relating to the details of your treatment or account. Accordingly, it is critical that you safeguard your designated email address and restrict access thereto.

ACCESSING, CORRECTING, UPDATING, AND DELETING YOUR PERSONAL INFORMATION

You may access and update certain information or deactivate your account from your profile page after logging into your account. Additionally, you may at any time request to access, correct or update any Personal Information by contacting us at privacy@joinprimehealth.com.

Company will make reasonable efforts to respond promptly to all such requests. In certain circumstances, Company may deny your request, such as if we believe the request would violate any law or cause the information to be inaccurate. We will inform you of the reason for any such denial.

You may at any time make a request for Company to delete your Personal Information. Company will promptly attempt to comply with all such requests, unless such requests are in conflict with any requirements to retain such information pursuant to applicable law or otherwise. When we delete your Personal Information, it will be deleted from the active database, but may remain in our archives. We may also retain and continue to use any information that does not personally identify you. Further, to the extent your Personal Information has been disclosed to third parties, Company may not be able to access such Personal Information or cause the deletion or modification of such Personal Information by the relevant third parties.

REPORT VIOLATIONS

You should report any suspected violations of this Privacy Policy to privacy@joinprimehealth.com.

RETENTION OF PERSONAL INFORMATION

We will retain your Personal Information for as long as necessary to fulfill the purposes for which it has been collected, as outlined in this Privacy Policy, or any longer retention period required by law.

CHILDREN'S PRIVACY

The Service is not directed to, and we do not knowingly collect personal information from, anyone under the age of 13. If a parent or guardian becomes aware that his or her child has provided us with information without their consent, he or she should contact us. We will delete such information from our files as soon as reasonably practicable. If you think that we have collected Personal Information via an online Service from a child under the age of 13, please contact us.

MARKETING COMMUNICATIONS

To opt out of marketing emails, please email us at privacy@joinprimehealth.com or by following the instructions included in the email or text correspondence. Please note that, even if you unsubscribe from certain correspondence, we may still need to contact you with important transactional or administrative information, as permitted by law. Additionally, if you withdraw your consent or object to processing of your Personal Information, or if you choose not to provide certain Personal Information, we may be unable to provide some or all of our Services to you.

HOW TO CONTACT US

If you have questions about this Privacy Policy, our information practices, or how we handle your information or would like to exercise your rights, please reach out by contacting us at privacy@joinprimehealth.com.

SHINE THE LIGHT DISCLOSURE

Under California Civil Code Section 1798.83, individuals who reside in California and who have an existing business relationship with us may request information about our disclosure of certain categories of Personal Information to third parties for the third parties' direct marketing purposes, if any. To make such a request, please contact us using the information in the Contact Us section below. Please be aware that not all information sharing is covered by these California privacy rights requirements and only information on covered sharing will be included in our response. This request may be made no more than once per calendar year.

STATE SUPPLEMENTAL PRIVACY NOTICES

California Privacy Rights Notice

THIS SECTION PROVIDES ADDITIONAL PROVISIONS APPLICABLE ONLY TO RESIDENTS OF CALIFORNIA. If any information in this section conflicts with the main body of this Policy above, the information in this section controls for California residents. The California Consumer Privacy Act of 2018 as amended by the California Privacy Rights Act of 2020 and its implementing regulations (collectively, the "CCPA") requires us to provide California residents additional disclosures as set forth below. Capitalized terms used below that are not defined in this Policy have the meanings given them under the CCPA.

Personal Information collected in the last 12 months

Information on the specific data points that we may collect is set forth above in the section "Information We Collect About You." These data points correspond to the following categories of Personal Information that we may have collected in the last 12 months as follows:

- identifiers (such as name, address, email address);
- personal information described in Cal. Civ. Code Section 1798.80;
- characteristics of legally protected classifications under federal or California law;
- commercial information (such as transaction data);
- internet or other network or device activity (such as IP address); ● general geolocation information;
- visual information (such as your picture on your driver's license);
- "Sensitive Personal Information," such as your driver's license, financial account and payment information, and medical information.

Purposes of Collecting Personal Information

We collect the above categories of Personal Information for the purposes set forth in the section above titled “How We May Use Your Information.”

Sources of Personal Information

We collect the categories of Personal Information from those sources set forth in the section above titled “Information We Collect About You.”

Retention

We may retain your Personal Information, including Sensitive Personal Information, for as long as needed or permitted in light of the purpose(s) for which it was obtained and consistent with applicable law. The criteria used to determine our retention periods include:

- The length of time we have an ongoing relationship with you;
- Whether there is a legal obligation to which we are subject (for example, certain laws require us to keep records of your transactions or communications for a certain period of time before we can delete them); or
- Whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation, or regulatory investigations).

Categories of Third Parties to Whom Personal Information is Disclosed

In the last 12 months, all of the above categories of Personal Information may have been disclosed to the categories of third parties set forth in the section above titled “How We May Share Your Information” for the applicable business purposes set forth above in the section titled “How We May Use Your Information.”

Sale or Sharing of Personal Information

We do not sell Personal Information for monetary compensation, however, under California law, sharing certain data to certain third parties for online marketing and behavioral advertising may be considered the “sale” or “sharing” of your Personal Information. In the past 12 months, as contemplated by California law, we may have sold or shared the following categories of Personal Information for purposes of online behavioral advertising to third party ad networks:

- identifiers
- internet and other electronic network activity
- inferences
- we do not have any actual knowledge that we have sold or shared Personal Information of any consumer under the age of 16.
- you may opt out of our “sale” or “sharing” of your Personal Information as further detailed below.

Sensitive Personal Information

We may use or disclose certain Sensitive Personal Information relating to health data with our third-party ad networks. You may opt-out of this collection as further detailed below.

Your California Privacy Rights

If you are a California resident, subject to certain limitations, the CCPA allows you to make certain requests about your Personal Information. Specifically, the CCPA allows you to make the types of requests below at no charge:

Request to Delete: The right to request deletion of certain Personal Information we have collected.

Request to Access: The right to request access to and, subject to certain exemptions, receive a copy of the specific pieces of Personal Information that we have collected and to have this delivered, either (a) by mail or (b) electronically in a portable and, to the extent technically feasible, readily usable format.

Right to Know:

- The right to request information about the Personal Information we have collected about you in the last 12 months, including:
- Categories of Personal Information collected;
- Categories of sources of Personal Information;
- Business and/or commercial purposes for collecting, selling, or sharing Personal Information;
- Categories of third parties with whom we have disclosed Personal Information;
- Categories of Personal Information that we have disclosed with a third party for a business purpose; and
- Categories of third parties to whom their Personal Information has been sold and the specific categories of Personal Information sold to each category of third party.

Right to Correction: The right to request that we correct inaccurate Personal Information.

Right to Opt Out of the Sale or Sharing of Personal Information: You have the right to limit uses and disclosures of Personal Information and may request to opt out of the sale or sharing of your Personal Information for online advertising by clicking on the “Privacy Choices” link at the bottom of our Site or by clicking on the link [here](#) to opt-out.

If you are a California resident, you have the right to opt out of the “sale” or “sharing” of your information for cross-contextual behavioral advertising. To exercise this opt out right, you can click on the “Privacy Choices” link at the bottom of our Site at any time or click on the link [here](#) to opt-out. The opt-out selection only applies to the browser you are using at the time you opt out and only for the device you were using at the time you made the selection.

Right to Limit the Use and Disclosure of Sensitive Personal Information: You have the right to limit our use and disclosure of your Sensitive Personal Information to only uses that are necessary to perform the Services we provide to you. You may limit the use and disclosure of Sensitive Personal Information by clicking on the "Privacy Choices" link at the bottom of our Site or by clicking on the link [here](#) to opt-out.

Right to No Discrimination or Retaliation: You also have the right to not receive discriminatory treatment or retaliation if you elect to exercise the above rights.

Submitting a Request to Delete, Access, Know, or Correct: If you are a California resident and you would like to make a request to delete, access, know, or correct your Personal Information under California law, email us at privacy@joinprimehealth.com. Please include your full name, email address, and address associated with your use of our Services, along with an identification of the rights you would like to exercise, so that we can process your request in an efficient manner.

Who May Exercise Your Rights

You may request the above on behalf of yourself or on behalf of a minor if you are the parent or legal guardian of the minor. In addition, you may authorize an agent to exercise your rights on your behalf, if you provide the agent with written signed permission.

Verification of Your Request

Once we receive your request, we will contact you to confirm receipt of your request. We will require sufficient information from you in order to verify your identity and the authenticity of your request. If you do not provide us with sufficient information in your request, we may request additional information to verify identity and the authenticity of the request. Certain types of requests may require additional verification, as we are subject to higher standards of authentication for certain requests.

If an authorized agent contacts us to exercise the above rights, we will need to verify their identity as well as your identity. We will also require proof of your written authorization to the agent to act on your behalf, unless the agent holds a lawful Power of Attorney under applicable laws, in which case we will require evidence of such Power of Attorney.

We may deny your request as permitted or as required by law and we may charge a fee to process or respond to your request if it is excessive, repetitive, or manifestly unfounded. If we deny your request, you will have the right to appeal within thirty (30) days of our sending the denial by responding directly to the communication denying your request or by emailing us at privacy@joinprimehealth.com.

Contact Us

If you have any questions about this Privacy Information for California Privacy Rights Notice, please contact us at privacy@joinprimehealth.com.

Additional State Supplemental Privacy Notice For Residents Of Colorado, Connecticut, Delaware, Iowa, Montana, Nebraska, New Hampshire, New Jersey, Nevada, Oregon,

Texas, Virginia, Or Utah

This Section explains how to exercise your consumer privacy rights to the extent you are a resident of the above mentioned states (“State Privacy Laws”). If you have any questions as to whether the following consumer privacy rights apply to you, you can contact us at privacy@joinprimehealth.com.

Consumer Privacy Rights Under State Privacy Laws

Depending on where you live and subject to certain exceptions, you may have some or all of the following rights under State Privacy Laws:

Right to Request Access: You have the right to confirm whether or not we are processing your Personal Information and to access such Personal Information.

Right to Request Data Portability: You have the right to obtain a copy of your Personal Information that you previously provided to us in a portable and, to the extent technically feasible, readily usable format that allows you to transmit the information to another business without hindrance, where the processing is carried out by automated means.

Right to Know: The right to request that we disclose to you the Personal Information we collect, use, or disclose, and information about our data practices.

Right to Request Correction: The right to request that we correct inaccurate Personal Information that we maintain about you.

Right to Request Categories of Third Parties: You may also have a right to obtain a list of the specific third parties to whom we have disclosed your personal data. If we do not maintain this information in a format specific to you, we may provide a list of specific third parties to whom we have disclosed any consumers’ personal data instead.

Right to Request Deletion: The right to request that we delete your Personal Information that we have collected from or about you.

Right to Opt-Out of the Sale of Personal Information, Targeted Advertising, and Profiling: State Privacy Laws provide consumers a right to opt-out of the sale of Personal Information and the use of Personal Information for targeted advertising or profiling. We do not sell Personal Information for money or engage in profiling in furtherance of our decisions that produce legal or similarly significant effects, such as decisions that result in the provision of any health care to you, but we do engage in targeted advertising. You have the right to opt-out of the targeted advertising as further detailed below.

Right to Non-Discrimination: The right not to receive discriminatory treatment for exercising your privacy rights.

How to Exercise Your Rights Under State Privacy Laws

Submitting a Request for Data Portability or to Delete, Access, Know, or Correct Your Personal Information.

To submit any of the rights above, you may submit your request to us by contacting us at privacy@joinprimehealth.com. Please include your full name, email address, and address associated with your use of our Services, along with an identification of the rights you would like to exercise, so that we can process your request in an efficient manner.

Opting-Out of Targeted Advertising.

You may exercise your right to opt-out of the processing of your Personal Information for purposes of targeted advertising by clicking [here](#) or the “Privacy Choices” link at the bottom of our Site at any time.

Consent for Sensitive Personal Information.

In general, we only collect Sensitive Personal Information (such as information relating to your health conditions or medical diagnosis) for the purposes of providing our services directly to you and with your consent. However, certain State Privacy Laws may consider information we collect and disclose to our advertising partners to be “Sensitive Personal Information.”

Therefore, we will not engage in targeted advertising if you are a resident of such states unless you have consented to the disclosure [here](#). By consenting to our use of your Sensitive Personal Information, you agree that we may use cookies and other tracking technologies, and allow our advertising partners to use similar technologies, to process your Personal Information to show you ads promoting Company on other sites and services. Regardless of whether the information is considered sensitive personal information, you may opt-out of our use of your Personal Information for targeted advertising at any time as described above.

Verification of Your Request

You must provide sufficient information to allow us to reasonably verify you are the data subject to whom the Personal Information relates, and you must describe your request with sufficient detail to allow us to properly understand, evaluate, and respond to your request.

When we receive your rights request (i) we will acknowledge receipt of your request; (ii) we will try to match the information you provide in making the request with information we already maintain about you; (iii) in order to verify your identity, we may ask you to provide additional information, which may include Personal Information; and (iv) we will consider various factors when determining how to verify your identity, such as the sensitivity and value of the data, the risk of harm, and the likelihood of fraud.

We will only use Personal Information we collect during the verification process for the purpose of verifying your identity. If we are unable to verify your identity as required by applicable laws and regulations, we will decline to comply with your request, and let you know why. In addition, we may decline to comply with your request as permitted by the applicable State Privacy Law.

We may charge a fee as permitted by the applicable State Privacy Laws, such as to process or respond to your request if it is excessive, repetitive, manifestly unfounded, or if we believe the request is fraudulent or submitted for purposes other than exercising applicable privacy rights. Residents of certain states have a right to submit consumer requests using an authorized agent. If we receive a request from an authorized agent, we will need to verify and authenticate your identity as the data subject, the agent's identity, and the agent's authority to act on your behalf. We may deny a request from an authorized agent if we do not have proof that they are authorized by you to act on your behalf.

Furthermore, a parent or legal guardian may make a request on behalf of their dependent or nonadult child. We may deny a request if you are unable to prove that you are the custodial parent or legal guardian.

Appeals

If we reject or deny your request, you may appeal our decision within 30 days of receiving our denial by responding directly to the communication denying your request or by submitting your appeal to privacy@joinprimehealth.com. If we deny your appeal, you may have the ability to submit a complaint to your state's Attorney General.

De-identified Data Commitment

Company will not attempt to re-identify any de-identified data that we maintain and use.