

HEADMEDS.CO PRIVACY POLICY

Last Updated: February 4, 2026

This Privacy Policy explains how HeadMeds.co ("HeadMeds," "we," "us," or "our") collects, uses, discloses, and protects information when you access or use our websites, applications, and related services (collectively, the "Service"). By creating an account, submitting information, or using the Service, you acknowledge this Privacy Policy.

Important: This Privacy Policy describes privacy practices for HeadMeds as a consumer-facing platform. Licensed clinicians and clinical groups that provide telehealth services through the Service may maintain their own notices of privacy practices for health information, as required by applicable law.

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1. Introduction

HeadMeds operates the Service to help users access educational content, care coordination features, and, where available, telehealth services provided by independent licensed healthcare providers ("Providers"). We are committed to respecting your privacy and to explaining our information practices clearly.

We may update this Privacy Policy from time to time. If we make changes, we will post the updated policy and revise the "Last Updated" date above. If a change is material, we may provide additional notice or request your consent where required by law.

If you use the Service on behalf of another person, you represent that you are authorized to do so and that the individual has received and acknowledges this Privacy Policy.

2. Limitations on Use by Minors

The Service is intended for adults. You must be at least eighteen (18) years old (or the age of majority in your jurisdiction) to create an account and use most features of the Service. We do not knowingly collect personal information from children under thirteen (13).

If you believe a minor has provided personal information to us, please contact us so we can review and take appropriate steps, which may include deleting the information where legally permitted.

3. Protected Information

Some information you provide may be considered health or medical information under federal or state law. Depending on how the Service is used and which entities are involved (e.g., Provider groups, pharmacies, labs), certain information may be regulated as protected health information ("PHI") or otherwise protected health data (collectively, "Protected Information").

HeadMeds may not be a "covered entity" under the Health Insurance Portability and Accountability Act (HIPAA) for all Service interactions. Certain Provider entities, pharmacies, or laboratories may be covered entities or business associates under HIPAA. When applicable, Protected Information will be used and disclosed only as permitted by applicable law, contractual obligations, and relevant clinical privacy notices.

Information used for account creation, billing, customer support, and general site functionality (such as your name, email, shipping address, and payment details) is typically not PHI, though it may still be personal information protected by privacy laws.

4. Collection of Personal Information

The information we collect depends on how you interact with the Service. We collect information from several sources:

A. Information you provide directly

Examples include: name and contact information; account credentials; demographic details you choose to provide; questionnaires and intake forms; communications with us; shipping and billing details; and, where available, information you provide to support identity verification or safety.

B. Information we collect automatically

When you use the Service, we may collect device and network information (e.g., IP address, browser type, device identifiers), approximate location derived from IP address, pages viewed, time spent, clicks, and similar usage data.

C. Information from third parties

We may receive information from service providers that help us operate the Service, such as payment processors, identity verification vendors (if used), analytics providers, advertising partners, and social platforms when you choose to connect or interact with them.

D. Information we infer or generate

We may generate insights from other information we collect, such as general preferences or engagement patterns, to improve the Service. We do not attempt to make clinical diagnoses through marketing analytics.

You may choose not to provide certain information; however, some features (including care coordination or telehealth access) may not function without it.

5. Cookies, Mobile IDs, and Similar Technologies

We and our partners may use cookies, SDKs, pixels, and similar technologies to: remember your preferences; enable secure sign-in; understand how the Service performs; prevent fraud; and measure marketing and advertising performance.

These technologies may collect identifiers and usage data over time and across websites or apps. Where required by law, we provide consent mechanisms for non-essential cookies. You can manage cookie preferences through your browser settings and, where available, our cookie banner or preference center.

6. Use of Personal Information

We use personal information for the following purposes:

- Provide and operate the Service (including account creation, authentication, and troubleshooting).
- Facilitate care coordination features and, where available, support Provider-delivered telehealth services.
- Process payments, fulfill orders, and manage subscriptions.
- Provide customer support and respond to requests.
- Improve, test, and develop features and services (including quality and safety).
- Send administrative messages (e.g., confirmations, security alerts, policy updates).
- Send marketing communications where permitted and consistent with your choices.
- Detect, investigate, and prevent fraud, abuse, security incidents, and illegal activity.
- Comply with legal obligations and enforce agreements.

We may de-identify information (so it cannot reasonably be used to identify you) and use de-identified data for analytics, research, product improvement, and other lawful purposes. We do not attempt to re-identify de-identified data except as permitted by law (e.g., to validate de-identification methods).

7. Disclosure of Personal Information

We may disclose personal information as follows, subject to applicable law and the "Protected Information" section:

- Service providers: vendors who help us run the Service (hosting, security, customer support, analytics, messaging).
- Payment processing and fraud prevention: banks, payment processors, and fraud detection vendors.
- Providers, pharmacies, and labs (where applicable): to support care delivery, prescriptions, and testing.
- Affiliates: entities under common ownership or control that support the Service.
- Marketing and advertising partners: to measure campaigns and, where permitted, deliver interest-based advertising.
- Legal and safety: when required by law, legal process, or to protect rights, safety, and security.
- Corporate transactions: in connection with mergers, acquisitions, financings, or asset sales (subject to safeguards).

Some states define "sale" or "sharing" of personal information broadly to include certain disclosures to advertising partners. Where applicable, you may have the right to opt out of such disclosures. See Section 13.

8. Choice and Control of Personal Information

Depending on your location, you may have rights to access, correct, delete, or obtain a copy of your personal information, and to opt out of certain data processing such as targeted advertising. You may also have the right to appeal decisions regarding your requests, as permitted by law.

You can also control marketing communications by using unsubscribe links in emails or by adjusting notification settings where available. Service-related communications (e.g., receipts, security notices) may continue even if you opt out of promotional messages.

9. Browser or Platform Controls

Common controls available to you include:

- Cookie controls in your browser (block, delete, or limit cookies).
- Mobile device controls to reset or limit ad identifiers (iOS/Android).
- Email settings to block automatic image loading (which may limit tracking pixels).
- Global Privacy Control (GPC) signals, where recognized by law; we make reasonable efforts to honor valid opt-out signals.
- Do Not Track (DNT): many services do not interpret DNT consistently; we provide alternative controls described above.

10. Data Retention

We retain personal information as long as reasonably necessary to provide the Service, comply with legal obligations, resolve disputes, enforce agreements, and pursue legitimate business purposes. Retention periods vary based on the nature of the data, the purpose for collection, and applicable legal requirements.

11. Transactions

If you make purchases or enroll in subscriptions, we collect information necessary to process the transaction (such as payment details and billing/shipping information). Payments are processed by third-party payment processors, and your payment information is handled according to their policies and security practices.

12. Jurisdictional Issues

The Service is intended for use in the United States in states where services are offered. Our privacy practices and your rights are governed by applicable U.S. federal and state law, which may differ from laws in other countries.

13. U.S. State Privacy Rights (Including California)

If you are a resident of a U.S. state with a comprehensive privacy law (such as California, Colorado, Connecticut, Utah, Virginia, and others), you may have rights regarding your personal information. These may include:

- Right to know/access: request the categories and specific pieces of personal information we have collected about you.
- Right to delete: request deletion of certain personal information, subject to exceptions.
- Right to correct: request correction of inaccurate personal information.
- Right to portability: request a copy of your information in a portable format.
- Right to opt out: opt out of certain processing, such as targeted advertising, and in some cases "sale" or "sharing."
- Right to limit use of sensitive personal information (where applicable).
- Right to non-discrimination for exercising privacy rights.
- Right to appeal (in some states): appeal a denied request.

How to exercise rights: Submit a request using the contact methods in Section 15. We may need to verify your identity before fulfilling a request. Authorized agents may submit requests where permitted by law, subject to verification of authorization.

California residents: You may have additional rights under the California Consumer Privacy Act (CCPA/CPRA), including the right to opt out of "sale" or "sharing" of personal information for cross-context behavioral advertising. If we detect a valid Global Privacy Control (GPC) signal, we will make reasonable efforts to honor it where required by law.

We do not knowingly "sell" or "share" personal information of minors under sixteen (16) for targeted advertising.

14. Miscellaneous

Security: We use reasonable administrative, technical, and physical safeguards designed to protect personal information. No method of transmission or storage is completely secure; therefore, we cannot guarantee absolute security. You are responsible for keeping your login credentials confidential.

Third-party links: The Service may link to third-party sites or services. Their privacy practices are governed by their own policies, not this Privacy Policy.

15. Contacting Us

If you have questions about this Privacy Policy or want to exercise your privacy rights, contact us:

Email: info@headmeds.co

Mail: 2901 Bluegrass Drive Lehi, UT 84043, United States of America

Please include your name, the email address associated with your account (if applicable), and a description of your request.

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Template note: This document is a general draft and may require legal review to align with your specific operations, vendors, and state-by-state requirements.