

Axtell's Rite Value Pharmacy

Privacy Policy

This policy describes the types of information Axtell's Rite Value Pharmacy, Inc. ("we", "us", and "our") may collect from you or that you may provide when you visit this website (our "Website") and our practices for using, maintaining, and disclosing that information.

This policy applies to information we collect:

- On this Website.
- In e-mail, text, and other electronic messages between you and this Website.
- Through mobile and desktop applications you interact with related to this Website, which provide dedicated non-browser-based interaction between you and this Website.
- When you interact with our advertising and applications on third-party websites and services if those applications or advertising include links to this policy.

This policy does not apply to information collected by:

- Axtell Rite Value Pharmacy offline or through any other means, including on any other website operated by affiliated companies, clinics, or any other third party.

INFORMATION WE COLLECT ABOUT YOU AND HOW WE COLLECT IT

We collect various types of information about you and your interactions with the Website. We will only retain your personal information as long as necessary for the purposes outlined in this policy, or as required by law.

Personal Information

We collect personal information, such as your name, e-mail address, city or ZIP code, telephone number, payment information, and log-in credentials when you provide it to us through the forms and fields provided on the Website. We may also collect certain contact information, such as email addresses to contact your friends if you provide them to us. We also collect these types of information when you contact us, request our services or book appointments, complete surveys, or otherwise interact with our customer service team. We may also receive information from third-party entities about you and combine it with other information about you that we collect.

Protected Information Policy

When you create an account with Axtell Rite Value Pharmacy, you initiate a direct customer relationship with us, allowing you to access and use various features of our Platform and Services. In setting up this account, you may provide us with details such as your name, email address, shipping address, phone number, and certain transaction information. We consider this data to be general information, not “protected health information” or “medical information.”

When using certain components of our Services, you may share health or medical information that could fall under specific legal protections. Axtell Rite Value Pharmacy is not considered a “covered entity” under the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and its related regulations. Some of our partners—such as Labs, Pharmacies, or Medical Groups (as outlined in our Terms and Conditions)—may qualify as “covered entities” or “business associates” under HIPAA, and in certain cases, we may serve as a “business associate” of a Pharmacy or Medical Group. 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 may not apply to your transactions or communications with us, the Medical Groups, the Providers, the Labs, or the Pharmacies. To the extent we are deemed a “business associate,” and solely in our role as a business associate, Axtell Rite Value Pharmacy may be subject to certain provisions of HIPAA with respect to “protected health information” (PHI) that you provide to us, the Medical Group, or the Providers. Additionally, any medical or health-related data you provide that requires protection under specific state laws (collectively, with PHI, referred to as “Protected Information”) will be handled and shared strictly in line with those laws. Any data that does not fall under Protected Information under applicable laws may be used or shared according to this Privacy Policy. Please note, Protected Information does not include data that has been de-identified per applicable legal standards.

Medical Groups and Providers associated with our Services have established a Notice of Privacy Practices outlining their practices for handling and sharing Protected Information. By using the Service, you acknowledge having received this Notice of Privacy Practices from your Medical Group and Provider(s).

In using our Services, you understand that any information you provide to Axtell Rite Value Pharmacy that is not intended solely for diagnosis and treatment by Medical Groups and Providers, lab services from the Labs, or prescription fulfillment by the Pharmacies is not considered Protected Information. This data is therefore governed by our Privacy Policy and any applicable state laws governing privacy and security.

Automatically Collected Information

As you navigate through and interact with our Website, we may use automatic data collection technologies, such as cookies, web beacons, clear gifs, and other similar technologies to collect certain information about your device and browsing. This information may include, for example, IP address, operating system and browser type, device identifiers, and how you interact with our Website.

We use this automatically collected information to operate the Website and our business, such as to recognize you when you return to the Website, customize the Website for your use, analyze how you and others use the Website, measure the numbers of people that visit the Website, and for other analytics and marketing purposes. We may combine the information that we collect automatically with the personal information that we collect, as well as information we receive from third parties, as described above.

We may use advanced tracking technologies such as cross-device tracking to improve user experience and security. You may opt out of this tracking by adjusting your browser settings or through applicable privacy control tools.

Cookies

Cookies are small text files stored on your device by your browser when you visit a website. They help the website recognize your browser when you return, as they contain unique identifiers and other information about your visit.

We, along with our analytics and advertising partners, use various technologies on our websites, apps, and online services to gather personal information, such as the pages you visit and links you click. This data helps us remember your preferences, analyze the performance of our services, track your interactions, provide personalized advertising, and prevent fraud. We may also share this information with third parties for these purposes. For details on the third-party partners that collect your personal information, please refer to the “Disclosure of Personal Information” section of this Privacy Policy.

HOW WE USE INFORMATION ABOUT YOU

We use information that we collect about you for a variety of lawful purposes, such as those described below:

- To present our Website and its contents to you.
- To authenticate users and remember preferences.
- To provide you with information, products, or services that you request from us.
- To provide you with information about our services.
- To provide you with notices about your appointments/account/subscription, including expiration and renewal notices.
- To carry out our obligations and enforce our rights arising from any contracts entered between you and us, including for appointment confirmation, scheduling, billing, shipping, or transaction information.

- To communicate with you, such as to notify you about changes to our Website or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Website.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.
- To comply with applicable legal obligations, such as those related to data security, privacy regulations, and law enforcement requests.

We may use or disclose your health information for purposes of treatment, payment, and healthcare operations. Some examples include:

- Treatment: We may share information with other healthcare providers who are treating you.
- Operations: We may use health information to manage and improve our services.
- Billing: We may share information to bill and receive payment for the services we provide.

DISCLOSURE OF YOUR INFORMATION

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose information that we collect, or you provide to us, for a variety of purposes, including:

- To our subsidiaries and affiliates.
- To contractors and service providers that help us provide the Website and its services, such as web hosting services.
- To third parties to complete your transactions or book appointments.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all the Company's assets, including at bankruptcy.
- To third parties to market their products or services to you.
- To fulfill the purpose for which you provide it, such as communicating with you or others via email or means.
- For any other purpose disclosed by us when you provide the information with your consent.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers, or others. This includes

exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

- To regulatory authorities or law enforcement agencies as required by law, or in response to lawful requests to comply with legal obligations.
- To protect the rights, privacy, safety, or property of Axtell Rite Value Pharmacy, our employees, contractors, affiliates, and users, and to enforce our terms of service and other agreements.

We may disclose your health information in certain other circumstances as required or permitted by law, including but not limited to:

- **Public Health and Safety:** Reporting adverse events, abuse, and serious threats to health or safety.
- **Research Purposes:** We may use your information for research under strict oversight.
- **Legal and Regulatory:** Compliance with federal and state laws, including sharing with the Department of Health and Human Services for Health Insurance Portability and Accountability Act (HIPAA) compliance audits.
- **Special Situations:** To regulatory authorities or law enforcement agencies as required by law, or in response to lawful requests to comply with legal obligations.

The Website also includes integrated social media tools or “plug-ins,” such as social networking tools offered by third parties. If you use these tools to share personal information or you otherwise interact with these features on the Website, those companies may collect information about you and may use and share such information in accordance with your account settings, including by sharing such information with the general public. Your interactions with third-party companies and your use of their features are governed by the privacy policies of the companies that provide those features. We encourage you to carefully read the privacy policies of any accounts you create and use.

YOUR RIGHTS

Under HIPAA, you have specific rights regarding your personal health information. This section outlines these rights and our related responsibilities:

- **Access:** You may request an electronic or paper copy of your medical record and other health information we have about you. We will provide a copy or summary, usually within 30 days, and may charge a reasonable, cost-based fee.
- **Amendment:** You can ask us to correct health information about you that you think is incorrect or incomplete. We may deny the request, but we’ll explain why in writing within 60 days.

- Confidential Communications: You can request that we communicate with you in a specific way (e.g., at a particular address or phone number), and we will accommodate reasonable requests.
- Restrictions: You may ask us to limit certain uses and disclosures of your health information (e.g., if you pay for a service or healthcare item out-of-pocket, you may request that we do not share this information with your health insurer). Although we are not required to agree, we will consider all requests.
- Accounting of Disclosures: You may request a list of disclosures of your health information over the past six years, except for treatment, payment, and operational purposes.
- File a Complaint: If you feel your privacy rights are violated, you may file a complaint with us or with the U.S. Department of Health and Human Services. We will not retaliate for filing a complaint.

Address:

U.S. Department of Health and Human Services

Office for Civil Rights

200 Independence Avenue, S.W.

Washington, D.C. 20201

Phone: 1-877-696-6775

Website for Filing Complaints:

www.hhs.gov/ocr/privacy/hipaa/complaints/

Patients can file a complaint through the website, by mail, or by calling the provided phone number.

YOUR CHOICES

In some cases, you have the right to make choices regarding how we share your information. This includes:

- Family and Friends: You can specify who may receive health information about you.
- Fundraising and Marketing: You may choose to be excluded from any fundraising efforts.

ACCESSING AND CORRECTING YOUR INFORMATION

You may send us an e-mail via accounting@arvpharmacy.com to request access to, or request to correct or delete, any personal information that you have provided to us. We may

not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

OUR RESPONSIBILITIES

We are required by law to maintain the privacy and security of your protected health information. This includes:

- Ensuring the Privacy of Your Information: We will follow the practices described in this notice.
- Notification of Breach: We will inform you promptly, within 60 days, if a breach compromises the privacy or security of your information.
- Written Permission: We will not use or disclose your information for non-standard purposes unless you provide explicit permission, which you may revoke at any time. Further, we will not use or disclose your information for marketing purposes, or sell your health information, without your written permission

DATA SECURITY

We maintain appropriate technical and organizational measures to protect the personal information we collect and process against unauthorized access, alteration, loss, and disclosure. This includes encryption, access controls, and regular security audits.

CHILDREN UNDER THE AGE OF 13

Our Website is not intended for children under 13 years of age. We do not knowingly collect personal information from children under 13. If we learn we have collected or received personal information from a child under 13, we will delete that information. If you believe we might have any information from a child under 13, please contact us via email at

accounting@arvpharmacy.com.

UPDATES TO THIS PRIVACY POLICY

Axtell Rite Value Pharmacy reserves the right to modify this Privacy Policy at any time and without prior notification. We may change the terms of this notice, and any changes will apply to all information we have about you. We recommend that you periodically review this policy. By continuing to use the Axtell Rite Value Pharmacy website after any changes are made, you acknowledge and agree to the updated policy. The updated notice will be available on our Website and upon request.

Contact Us

If you have inquiries about this policy, please contact us at accounting@arvpharmacy.com.

