

Website Privacy Policy

Effective Date: November 2025

Simple Healthcare, Inc. (“Simple Healthcare,” “we,” “our,” or “us”) provides a price-transparency data platform and related services. This Privacy Policy explains how we collect, use, disclose, and protect personal information when you visit our website simplehc.com (the “Site”). This Privacy Policy does not apply to your use of our application at app.simplehc.com. That use is governed by our separate Terms of Use.

1. Information We Collect

We may collect the following categories of information when you use the Site:

Information you provide directly:

- Name, email address, and any information submitted through forms
- Information provided when requesting demos, downloads, or signing up for communications

Information collected automatically:

- IP address, browser type, device type
- Pages visited, time on site, referring URLs
- Cookies, pixels, analytics data

Information from third parties:

- LinkedIn Insight Tag
- Google Analytics
- Other marketing and analytics providers

We do not collect Protected Health Information (PHI).

2. How We Use Your Information

We use personal information to:

- Provide and improve our Site

- Communicate with you
- Analyze website usage and performance
- Market and promote our products
- Maintain security and prevent misuse

3. Cookies and Tracking Technologies

We use cookies, pixels, tags, and similar technologies for:

- Analytics
- Website performance
- Advertising (including LinkedIn and Google remarketing)

You can manage cookie preferences through your browser settings.

4. How We Share Information

We may share information with:

- Service providers (analytics, email, marketing platforms)
- Legal authorities when required by law
- Affiliates or successors in a corporate transaction

We do not sell personal information.

5. Your Choices

You may:

- Opt out of marketing emails
- Disable cookies
- Request access, deletion, or correction of your personal information (California residents have additional rights under CCPA/CPRA)

6. Data Security

We use administrative, technical, and physical safeguards to protect the information we collect.

7. Children's Privacy

The Site is not directed to children under 16. We do not knowingly collect information from minors.

8. Changes to This Policy

We may update this Privacy Policy occasionally. The updated version will be posted on this page with a new "Effective Date."

9. Contact Us

Simple, Inc. d/b/a Simple Healthcare

Email: info@simplehc.com