

Proactive Health

Privacy Policy

Effective Date: July 1, 2026

Proactive Health (“Proactive Health,” “we,” “us,” or “our”) is committed to protecting the privacy of our patients, partners, and website visitors. This Privacy Policy explains how we collect, use, share, and protect your personal information when you interact with our website (www.proactivehealth.tech), our remote patient monitoring services, and our communications with you, including text messaging.

By using our services or providing your information to us, you agree to the practices described in this Privacy Policy.

1. Information We Collect

We may collect the following categories of personal information:

a. Information You Provide Directly

- Full name, date of birth, and contact information (address, email address, phone number, including mobile/cell phone number)
- Insurance provider name and insurance identification number
- Medical history, conditions, diagnoses, and health-related information you share with us
- SMS/text message consent and opt-in records when you agree to receive text communications from us
- Communications you send to us via forms, email, or phone

b. Health and Biometric Data

- Vital sign measurements and biometric data collected through remote patient monitoring devices (such as heart rate, blood pressure, oxygen saturation, and weight)
- Health trends, alerts, and clinical notes generated through our monitoring platform

c. Automatically Collected Information

- IP address, browser type, device identifiers, and usage data when you visit our website
- Cookies and similar tracking technologies (see our Cookie Policy for details)

d. Information from Third Parties

- Referral information provided by healthcare providers, physicians, or insurance partners
- Insurance eligibility and coverage information from insurance providers

2. How We Use Your Information

We use the personal information we collect for the following purposes:

a. Providing and Improving Our Services

- Enrolling and onboarding you as a patient and setting up your remote monitoring devices
- Monitoring your biometric data and generating health alerts and reports
- Communicating with your care team and coordinating care with your physician or healthcare provider
- Processing insurance eligibility and billing
- Improving our services, technology, and clinical outcomes

b. Text Message (SMS) Communications

We may use your mobile phone number to send you text messages related to your care and our services, including:

- Appointment reminders and scheduling notifications
- Account alerts and updates regarding your monitoring program or service status
- Health and wellness tips, educational content, and care guidance
- Promotional offers, discounts, and marketing messages about Proactive Health services
- Day-to-day care conversations to update you on your vital sign reports and health trends

Message and data rates may apply. Message frequency varies. Reply **STOP** to opt out at any time. Reply **HELP** for help.

c. Legal and Compliance Purposes

- Complying with applicable laws and regulations, including HIPAA and state privacy laws
- Responding to legal requests, subpoenas, or government inquiries
- Protecting the rights, property, and safety of Proactive Health, our patients, and the public

d. Marketing and Business Development

- Sending newsletters, health content, and information about our services (where you have consented or we have a legitimate interest)
- Analyzing trends and usage to improve our website and service offerings

3. How We Share Your Information

We do not sell your personal information. We may share your information in the following limited circumstances:

a. Healthcare Providers and Care Coordination

We share your health data with your referring physician, care team, and other healthcare providers as necessary to coordinate and deliver your care.

b. Service Providers

We may share your information with third-party vendors and service providers who assist us in operating our business and delivering our services, including technology platforms, data analytics providers, insurance verification services, and messaging platform providers. These providers are contractually obligated to protect your information and may only use it as directed by us.

c. SMS Consent Data — No Third-Party Sharing for Marketing

We do not sell, rent, or share your SMS/text message opt-in data or consent with any third parties for marketing or promotional purposes. Text messaging originator opt-in data and consent will not be shared with any third party, except as necessary for

service providers to process and deliver your text messages (such as our messaging platform provider and wireless carriers).

d. Business Transfers

If Proactive Health is involved in a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction. We will provide notice if your information becomes subject to a different privacy policy.

e. Legal Requirements

We may disclose your information when required by law, court order, or governmental authority, or when we believe disclosure is necessary to protect our rights, your safety, or the safety of others.

4. Protected Health Information and HIPAA

Because we provide remote patient monitoring services, some of the information we collect may constitute Protected Health Information (“PHI”) under the Health Insurance Portability and Accountability Act (“HIPAA”). Where HIPAA applies, we handle your PHI in accordance with our HIPAA Notice of Privacy Practices, which is available upon request. Our use and disclosure of PHI is governed by HIPAA in addition to this Privacy Policy.

5. Your Rights and Choices

You have the following rights regarding your personal information:

a. Access and Correction

You may request access to the personal information we hold about you, or request that we correct inaccurate information, by contacting us at the information below.

b. Opt Out of Marketing Communications

You may opt out of receiving marketing emails from us by following the unsubscribe instructions in any marketing email, or by contacting us directly.

c. Opt Out of Text Messages (SMS)

To opt out of receiving text messages from us, reply **STOP** to any text message we send you at any time. You will receive one final text message confirming that you have been unsubscribed. You may also opt out by contacting us directly at the information below.

Please note that opting out of text messages does not affect your ability to receive essential care communications through other channels (e.g., phone calls from your care team).

d. Do Not Sell My Information

We do not sell your personal information. If California or other applicable privacy laws grant you additional rights regarding the sale of personal data, those rights are not implicated by our current practices.

e. HIPAA Rights

If your information is PHI under HIPAA, you have additional rights including the right to request restrictions on certain uses and disclosures, the right to receive an accounting of disclosures, and the right to receive a copy of our Notice of Privacy Practices. Please contact us to exercise these rights.

6. Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect your personal information from unauthorized access, use, disclosure, alteration, or destruction. Our remote monitoring platform and data systems are designed with security controls appropriate for handling sensitive health information.

However, no method of transmission over the internet or electronic storage is completely secure. While we strive to protect your information, we cannot guarantee absolute security.

7. Data Retention

We retain your personal information for as long as necessary to provide our services, comply with legal obligations (including applicable HIPAA record retention requirements), resolve disputes, and enforce our agreements. When information is no longer needed, we dispose of it in a secure manner consistent with applicable law.

8. Children's Privacy

Our services are intended for adults and are not directed to individuals under the age of 18. We do not knowingly collect personal information from children under 18. If we become aware that we have inadvertently collected information from a child under 18, we will take steps to delete it promptly.

9. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those sites and encourage you to review their privacy policies before providing any personal information.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we make material changes, we will update the Effective Date at the top of this page. We encourage you to review this policy periodically. Your continued use of our services after any changes constitutes your acceptance of the updated policy.

11. Contact Us

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

Proactive Health

3300 N Ashton Blvd, Suite 450

Lehi, UT 84048

Phone: (385) 455-7170

Email: info@proactivehealth.tech

Website: www.proactivehealth.tech

This privacy policy was prepared for TCR/10DLC compliance review. It does not constitute legal advice. Proactive Health should review this document with qualified legal counsel before publishing.