

PORTICOCARE PRIVACY POLICY

Last Updated: 8.20.2025

This Privacy Policy describes how PorticoCare Inc. (“PorticoCare,” “*we*,” or “*us*”) collects, uses, discloses and otherwise processes information about you. This Privacy Policy applies to information we collect when you access or use our websites, mobile applications, and other online products and services that link to this Privacy Policy (collectively, our “*Services*”), or when you otherwise interact with us, such as through our customer support channels, or on social media. We may provide different or additional notices of our privacy practices for certain products, services or activities, in which case those notices will supplement or replace the disclosures in this Privacy Policy.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy. If we make material changes, we will provide you with additional notice (such as by adding a statement to the Services or sending you a notification). We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

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COLLECTION OF INFORMATION

The information we collect about you depends on how you interact with us or use our Services. In this section, we describe the categories of information we collect and the sources of the information.

Information You Provide to Us

We collect information you provide directly to us. For example, we collect information directly from you when you create an account, fill out a form, make an appointment, submit or post content through our Services, make a purchase, communicate with us via third-party platforms, request customer support, or otherwise communicate with us. The types of information that we collect include your name, email address, postal address, phone number, demographic data (such as gender, age, date of birth, race, ethnic origin, and sexual orientation), education information, employment information, health care or wellness provider visit or appointment information (such as reasons and dates of visit), and any other information you choose to provide. If you make a purchase from us, we work with a third-party payment processor to collect and process your payment information.

Information We Collect Automatically

We automatically collect certain information about your interactions with us or our Services, including:

- **Device and Usage Information:** We collect information about how you access our Services, including data about the device and network you use, such as your hardware model, operating system version, mobile network, IP address, unique device identifiers, browser type, and app version. We also collect information about your activity on our Services, such as access times, pages viewed, links clicked, and the page you visited before navigating to our Services.
- **Transactional Information:** When you make a purchase, exchange, or return, we collect information about the transaction, such as product details, purchase price, and the date and location of the transaction.
- **Precise Geolocation Information:** With your consent, we may collect information about the precise location of your device. You may stop the collection of precise location information at any time (see the [Your Privacy Choices](#) section below for details).
- **Information Collected by Cookies and Similar Tracking Technologies:** We use tracking technologies, such as cookies and pixels, to collect information about your interactions with the Services. These technologies help us improve our Services and your experience, see which areas and features of our Services are popular, and count visits. For more information about the cookies and other tracking technologies we use, and the choices available to you, see the [Your Privacy Choices](#) section below.

Information We Collect from Other Sources

We obtain information from other sources. For example, we may collect information from data analytics providers, lead generation providers, mailing list providers, and publicly accessible sources. This information includes contact information and analytics on your usage of the Services.

Information We Derive

We may derive information or draw inferences about you based on the information we collect. For example, we may make inferences about your approximate location based on your IP address or infer that you are looking to purchase certain products based on your browsing behavior and past purchases.

USE OF INFORMATION

We use the categories of information we collect for the following business and commercial purposes:

- Provide, maintain, and improve our products and services;
- Personalize your experience with us;
- Send you technical notices, security alerts, support messages and other transactional or relationship messages;
- Communicate with you about products, services, and events offered by PorticoCare and others and provide news and information that we think will interest you (see the [Your Privacy Choices](#) section below for information about how to opt out of these communications at any time);
- Monitor and analyze trends, usage, and activities in connection with our products and services;
- Detect, investigate, and help prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity and help protect the rights and property of PorticoCare and others; and
- Comply with our legal and financial obligations.

ANALYTICS

We may engage others to provide analytics services and perform related services across the web and in mobile applications. These entities may use cookies, web beacons, device identifiers, and other technologies to collect information about your use of our Services and mobile apps, including your IP address, web browser and mobile network information, pages viewed, time spent on pages or in mobile apps, links clicked, and conversion information. This information is used to deliver recommendations targeted to your interests and to analyze and track data, determine the popularity of certain content, and better understand your activity.

Your device may include a feature that allows you to opt out of having certain information collected through mobile apps.

DISCLOSURES OF INFORMATION

In certain circumstances, we disclose (or permit others to directly collect) information about you. We disclose personal information as described in this Privacy Policy, including in the following ways:

- **Vendors and Service Providers:** We make personal information available to our vendors, service providers, contractors and consultants who perform services on our behalf, such as companies that assist us with web hosting, payment processing, financing, health care and wellness services, fraud prevention, customer service, data enrichment, analytics, and marketing.
- **Law Enforcement Authorities and Individuals Involved in Legal Proceedings:** We disclose personal information in response to a request for information if we believe that disclosure is in accordance with, or required by, any applicable law, regulation or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements.
- **To Protect the Rights of PorticoCare and Others:** We disclose personal information if we believe that your actions are inconsistent with our user agreements or policies, if we believe that you have violated the law, or if we believe it is necessary to protect the rights, property, and safety of PorticoCare, our users, the public, or others.
- **Professional Advisors:** We disclose personal information to our legal, financial, insurance and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- **Corporate Transactions:** We disclose personal information in connection with, or during negotiations of certain corporate transactions, including the merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- **Corporate Affiliates:** Personal information is disclosed between and among PorticoCare and our parents, affiliates, subsidiaries, and other companies under common control and ownership.
- **Consent:** We may make personal information available to third parties when we have your consent or you intentionally direct us to do so.
- **De-identified Information:** We also disclose aggregated or de-identified information that cannot reasonably be used to **identify** you.

DATA RETENTION

We store personal information for as long as necessary to carry out the purposes for which we originally collected it and for other purposes explained in this Privacy Policy.

YOUR PRIVACY CHOICES

Location Information

When you first launch any of our mobile apps that collect precise location information, you will be asked to consent to the app's collection of this information. If you initially consent to our collection of such location information, you can subsequently stop the collection of this information at any time by changing the preferences on your mobile device.

Cookies and Similar Tracking Technologies

PorticoCare uses cookies and similar tracking technologies to analyze visits to and use of our Services and how consumers are interacting with our marketing communications. You can usually adjust your browser settings to remove or reject some browser cookies. Please note that removing or rejecting cookies could affect the availability and functionality of our Services.

Communications Preferences

You may opt out of receiving promotional emails from PorticoCare by following the instructions in those communication or by managing your communication preferences in your account settings menu. If you opt out, we may still send you non-promotional emails, such as those about your account or our ongoing business relations.

Mobile Push Notifications

With your permission, we may send push notifications to your mobile device. You can deactivate these messages at any time by changing the notification settings on your mobile device.

LINKS TO OTHER WEBSITES

The Services may contain links to other websites not operated or controlled by PorticoCare, including health care and wellness providers and social media services ("Third Party Sites"). The information that you share with Third Party Sites will be governed by the specific privacy policies and terms of service of the Third Party Sites and not by this Privacy Policy. By providing these links we do not imply that we endorse or have reviewed these sites. Please contact the Third Party Sites directly for information on their privacy practices and policies.

CONTACT US

If you have any questions about this Privacy Policy, please contact us at help@porticocare.com