

PRIVACY POLICY

SimpliWell LLC | besimpliwell.com

Effective Date: June 8, 2026

Welcome to SimpliWell LLC ("we," "our," or "us"). We are committed to protecting your personal information and your right to privacy. This Privacy Policy describes how we collect, use, disclose, and safeguard your information across all of our operations, including our website (besimpliwell.com), our mobile application, virtual health and wellness services delivered by phone or video call, email and form-based communications, and any member-only content we provide (collectively, the "Services").

Please read this policy carefully. If you disagree with its terms, please discontinue use of our Services.

1. Information We Collect

a. Information You Provide Directly

We collect information you voluntarily provide when you interact with us in any of the following ways:

- Create a member account on our website or app (e.g., name, email address, username, password)
- Purchase a subscription or service (e.g., billing address, payment details processed by Stripe)
- Complete a health or wellness intake form or assessment submitted by phone, email, or paper/digital form
- Participate in a virtual consultation, coaching session, or wellness service via phone or video call
- Communicate with us via email, phone, or any other channel
- Download or access member-only files and resources
- Subscribe to our email marketing through Wix

b. Health and Wellness Information

Because we provide health and wellness services, we may collect certain health-related information from you. This type of information is considered sensitive data and is only collected with your explicit prior consent. Consent is obtained when you complete and submit our client intake form prior to beginning services. By completing the intake form, you are expressly consenting to our collection and use of your health information as described in this policy. This may include:

- Health history, wellness goals, lifestyle habits, and dietary or fitness information shared via intake forms, email, or phone/video consultations
- Health-related data you choose to enter or log within our mobile app (consent is obtained at the time of account registration)
- Information about your progress, preferences, or outcomes shared during the course of your services

This information is collected solely for the purpose of providing and personalizing your health and wellness services. We treat this information with the highest level of care and confidentiality. We do not sell or share your health information with third parties except as described in this policy or as required by law. You may withdraw your consent at any time by contacting us at simpliwell.llc@gmail.com, though withdrawal of consent may affect our ability to continue providing services to you.

c. Automatically Collected Information

When you access our website or app, we may automatically collect:

- Device information (device type, operating system, browser type)
- Log data (IP address, pages visited, time and date of visit, referring URLs)
- Usage data (features used, content accessed, time spent in the app)
- Device notification token (used to send push notifications through the app)
- Cookies and similar tracking technologies (see Section 6)

d. Push Notifications

Our mobile app may send push notifications to your device to provide service-related updates, appointment reminders, wellness tips, and other relevant communications. Push notifications are only sent if you grant permission through your device settings. You may opt out of push notifications at any time by adjusting your notification settings in the app or on your device. Disabling push notifications will not affect your ability to use the app or access your services.

e. Communications Data

When you communicate with us by phone, video call, or email in connection with your services, we may retain records of those communications (such as email correspondence or session notes) in order to deliver your services effectively, maintain continuity of care, and comply with our recordkeeping obligations. Phone and video sessions are not recorded without your prior consent.

2. How We Use Your Information

We use the information we collect to:

- Create and manage your member account
- Process transactions and send related information (receipts, confirmations) via Stripe
- Deliver and personalize your health and wellness services, including virtual consultations and coaching
- Review and respond to health intake forms and assessments
- Provide access to member-only content, files, and app features
- Send you service-related communications, appointment reminders, and push notifications through the app
- Send marketing and promotional communications through Wix (you may opt out at any time)
- Respond to your inquiries and provide customer support
- Improve, personalize, and optimize our website, app, and Services

- Monitor and analyze usage patterns and trends via Google Analytics
- Comply with legal obligations and enforce our Terms of Service
- Protect the security and integrity of our platform and client data

3. How We Share Your Information

We do not sell your personal information. We do not share your health information with third parties for marketing purposes. We may share your information only in the following limited circumstances:

a. Stripe (Payment Processing)

We use Stripe to process payments securely. When you make a purchase, your payment information is transmitted directly to Stripe and is subject to Stripe's Privacy Policy (<https://stripe.com/privacy>). We do not store your full payment card details on our servers.

b. Wix (Email Marketing)

We use Wix to manage our email marketing communications. Your name and email address may be stored and processed by Wix in accordance with their Privacy Policy (<https://www.wix.com/about/privacy>). You can unsubscribe from marketing emails at any time using the unsubscribe link in any email.

c. Google Analytics

We may use Google Analytics to help us understand how visitors interact with our website. Google Analytics collects information such as how often users visit the site, what pages they visit, and what other sites they used prior to arriving. Google Analytics collects only the IP address assigned to you on the date you visit, rather than your name or other identifying information. We do not combine Google Analytics data with personally identifiable information. You may opt out by installing the Google Analytics Opt-out Browser Add-on (<https://tools.google.com/dlpage/gaoptout>). Google's data practices are governed by the Google Privacy Policy (<https://policies.google.com/privacy>).

d. Service Providers

We may share your information with trusted third-party service providers who assist us in operating our website, app, and Services (e.g., hosting, security, communication platforms used for virtual sessions). These providers are contractually obligated to keep your information confidential and use it only for the purposes we specify.

e. Legal Requirements

We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court order or government agency). We may also disclose information when we believe disclosure is necessary to protect our rights, protect your safety or the safety of others, or investigate fraud.

f. Business Transfers

If we are involved in a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction. We will notify you via email and/or a prominent notice on our website of any change in ownership or use of your personal information.

4. Virtual Services

All of SimpliWell LLC's services are delivered virtually. We do not offer in-person services. Sessions are conducted via phone call or video call. When you engage with us for a virtual service:

- We may collect and retain session notes, health updates, and communications related to your service delivery
- Video and phone sessions are not recorded without your explicit prior consent
- Any health information discussed or shared during sessions is treated as confidential and is used solely to provide and improve your services

You are responsible for ensuring that your own environment is private and secure when participating in virtual sessions.

5. Member-Only Content and Files

Access to certain files, documents, and resources on besimpliwell.com is restricted to registered members only. By becoming a member, you agree that your account credentials are personal and confidential. You are responsible for maintaining the security of your login information and for all activity that occurs under your account.

We track access to member-only content for security, licensing compliance, and service improvement purposes. This usage data is not shared with third parties except as described in this policy.

6. Data Retention

We retain your personal information, including health and wellness data, for as long as your account is active or as needed to provide you with our Services. If you close your account or request deletion of your data, we will delete or anonymize your information within a reasonable timeframe, unless we are required to retain it for legal, regulatory, or legitimate business purposes (such as fraud prevention, dispute resolution, or applicable recordkeeping requirements).

7. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience on our website and app. Cookies are small data files stored on your device. We use them to:

- Keep you logged in to your member account
- Remember your preferences and settings
- Analyze website and app traffic and usage (including via Google Analytics)
- Support marketing and retargeting efforts

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, some parts of our Services (particularly member login) may not function properly.

8. Data Security

We implement appropriate technical and organizational measures to protect your personal information — including sensitive health data — against unauthorized access, alteration, disclosure, or destruction. Payment transactions are encrypted and processed securely through Stripe. Communications containing health information are handled with care and stored securely.

However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security. If you have reason to believe that your interaction with us is no longer secure, please contact us immediately at the information provided in Section 12.

9. Children's Privacy

Our Services are not directed to individuals under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that we have collected personal information from a child under 13, we will take steps to delete that information promptly. If you believe we may have any information from or about a child under 13, please contact us.

10. Your Privacy Rights

Depending on your location, you may have certain rights regarding your personal information. Virginia residents are entitled to the following rights under the Virginia Consumer Data Protection Act (VCDPA):

- The right to confirm whether we are processing your personal data and to access that data
- The right to request correction of inaccurate or incomplete personal information
- The right to request deletion of your personal information
- The right to obtain a copy of your personal data in a portable and readily usable format (data portability)
- The right to opt out of the sale of your personal data (we do not sell personal data)
- The right to opt out of targeted advertising or certain profiling
- The right to opt out of marketing communications at any time via the unsubscribe link in any email
- The right to withdraw consent for processing of sensitive health data at any time (see Section 1b)
- The right to lodge a complaint with the Virginia Attorney General's Office

To exercise any of these rights, please submit a request to us by email at simpliwell.llc@gmail.com. We will respond to your request within 45 days of receipt, free of charge. If we are unable to complete your request within 45 days, we will notify you and may extend our response time by an additional 45 days where reasonably necessary, provided we inform you of the reason for the extension within the initial 45-day period.

Right to Appeal: If we decline to take action on your request, we will notify you within 45 days with the reason for our decision. You then have the right to appeal our decision by submitting a

written appeal to simpliwell.llc@gmail.com with the subject line "Privacy Rights Appeal." We will respond to your appeal within 60 days. If your appeal is denied, you may submit a complaint to the Virginia Attorney General's Office at <https://www.oag.state.va.us>.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. When we make changes, we will update the "Effective Date" at the top of this policy and notify you via email or a prominent notice on our website. We encourage you to review this policy periodically to stay informed about how we protect your information.

12. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

SimpliWell LLC

Website: besimpliwell.com

Email: simpliwell.llc@gmail.com

We are committed to resolving any complaints about our collection or use of your personal information. If you have a concern that we have not been able to resolve directly, you have the right to contact your local data protection authority.

This privacy policy was prepared for SimpliWell LLC. Please review with a qualified legal professional to ensure compliance with all applicable laws and regulations in your jurisdiction, including any state-specific health data privacy laws.