Unified Women's Healthcare Privacy Policy

Last Updated: October 2026

Unified Women's Healthcare, LP and our medical affiliates (collectively, "Unified", "we", "us" or "our") care about your privacy. This Privacy Policy is meant to help you understand how we use and disclose Personal Information we collect when you visit, interact with, or contact us through any website linked to this Privacy Policy (collectively the "Website"). This Privacy Policy also explains how you can exercise certain rights you may have, including how you can access and delete your Personal Information.

If you have any questions about this Privacy Policy or our data practices, please see our contact information below.

HIPAA AND PHI

Certain information we collect via our Website and through our clinical and other healthcare-related services may be "protected health information" ("PHI") governed by the Health Insurance Portability and Accountability Act ("HIPAA") and its implementing regulations. Our clinics' and healthcare providers' HIPAA Notice of Privacy Practices, not this privacy Policy, describes how we use and disclose PHI. If you have questions about how your PHI is collected, used, and disclosed, please review your clinic or healthcare provider's HIPAA Notice of Privacy Practices. [MWS1.1] [KM1.2]

WHAT PERSONAL INFORMATION DO WE COLLECT?

Personal Information is information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you or your household. The types of Personal Information we collect depends on how you interact with the Website, but generally fall into the below categories:

- Identifiers, such as your name, address, telephone number, email address, IP address, and similar identifiers.

- Customer record information, such as information you provide when contacting us by email, contact form, phone or otherwise, including the content of your communications. [MWS2.1] [KM2.2]

- Non-precise geolocation information, such as general location derived from your IP address or similar technologies. [MWS3.1] [KM3.2][CS3.3]

- Internet or other similar network activity, such as the pages you view, access times, your browsing history, search history, preferred language, device ID, and log data. We may also collect information regarding your activity and use of the Website, including the areas of the Website you utilize, through cookies, web beacons, and similar tracking technologies. For more information on our cookie policy, please see the Cookies and Other Technologies section below.

- Inferences that are derived from the categories above that reflect your preferences, characteristics, and behaviors.

- Sensitive Information, such as information about your health, race, sex, and gender identity. [MWS4.1][KM4.2][CS4.3][CR4.4][CS4.5][CR4.6][CS4.7]

HOW DO WE COLLECT YOUR PERSONAL INFORMATION?

We collect your Personal Information from the following sources:

- We collect information directly from you. We may collect and receive information from you, including when you use or access our Website, such as when you search for providers; browse our website; communicate with us by email, telephone, in writing, or social media; or use any of our services.

- We collect information automatically when you access our Website. Like many websites, we may collect and use information generated by your activity and information automatically collected from your browser or device when you use or interact with our website. This information may include IP address, Device ID, and other information collected by cookies and other technologies, which may be used for marketing or advertising purposes, including to deliver you targeted advertisements.

- We collect information from other sources. We may collect and receive information about you from other sources, which may include publicly available sources, advertising platforms and partners, and marketing service providers.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We may use Personal Information for the following purposes:

- Providing our Website and services to you. We process your Personal Information to deliver our Website and services to you, including notifying you of any changes to our Website or services; responding to your inquiries via email, phone, or writing, or social media; and investigating and addressing concerns raised by you.

- Improving our Website and services. We process your Personal Information to improve and enhance the performance of our Website and services, including conducting data analysis and audits; developing new products and services; identifying usage trends and visiting patterns; conducting customer satisfaction, market research, and quality assurance surveys; and determining the effectiveness of our promotions.

- Handling contact and support requests. We process your Personal Information to respond to you, such as if you fill out a contact web form, request support, or otherwise contact us.

- Personalization. We process your Personal Information to personalize your experience because your information helps us to better respond to your individual needs.

- Marketing communications and promotions. We process your Personal Information to send you emails and messages about news and new promotions, features, products and services, and content.

- Complying with law and other legal processes. We process your Personal Information when cooperating with public and government authorities, courts, or regulators in accordance

with our legal obligations under applicable laws. We may also process Personal Information to protect our rights and as necessary for our legitimate interest in protecting against misuse or abuse of our services, protecting personal property or safety, pursuing remedies available to us, limiting our damages, complying with judicial proceedings, court orders, or legal processes, and responding to lawful requests.

We do not collect, use, or sell Personal Information for the purpose of training large language models. [MWS5.1] [KM5.2]

We may also anonymize, de-identify, or aggregate your Personal Information to use for any purpose permitted by law. When we collect, process, or disclose aggregated or de-identified consumer information, we will maintain and use it in de-identified form and will not attempt to reidentify the information, except to determine whether our deidentification processes satisfies any applicable legal requirements.

HOW DO WE DISCLOSE YOUR PERSONAL INFORMATION?

We may disclose your Personal Information at your direction, as disclosed to you at the time of collection, or in the following circumstances:

- Service Providers. We may provide your Personal Information to our service providers that help us run and manage our organization and process Personal Information solely on our behalf. The categories of service providers include technology service providers, analytics service providers, payment service providers, marketing service providers.

- Our Affiliates. We may provide your Personal Information within the Unified network of companies. We share information within the Unified network of companies, including our affiliates, to help us provide our services or conduct data processing on our behalf.

- Professional Advisors. We may provide your Personal Information to our professional advisors such as lawyers, auditors, bankers and insurers, where necessary in the course of the professional services that they render to us.

- Business Partners. We may provide your Personal Information to our business partners, such as your care provider. [MWS6.1] [KM6.2]

- Advertising Partners. We may share your Personal Information with companies that help us display digital ads and track conversions.

- Corporate Transaction. In the event Unified is involved in a merger, reorganization, bankruptcy, acquisition, sale of all or a portion of its assets, or other corporate transaction, we may disclose your Personal Information as part of that transaction.

- As Required by Law. We may disclose your Personal Information if we determine that the disclosure is necessary: to comply with any law applicable to us, a request from law enforcement, a regulatory agency, or other legal process; to protect the legitimate rights, privacy, property, interests or safety of Unified, our business partners, personnel, or the general public; to pursue available remedies or limit damages; to enforce our policies and procedures; or to respond to an emergency.

- As you otherwise consent.

RETENTION OF PERSONAL INFORMATION

We store Personal Information for as long as necessary to achieve the purposes for which the Personal Information was collected, to comply with our legal obligations, or as may be permitted under applicable law. To determine the appropriate retention period, we will consider the amount, nature and sensitivity of the data; the potential risk of harm from unauthorized use or disclosure of data; the purposes for which we process the data; whether we can achieve the purposes through other means; and the applicable legal requirements.

SECURITY

We implement reasonable administrative, organizational, and technical safeguards and security measures to protect Personal Information within our control from unauthorized access, acquisition, disclosure, destruction or alteration, accidental loss, misuse, or damage. We regularly review and monitor such safeguards and security measures. Although we do our best to protect your Personal Information, no practices are 100% secure, and we cannot guarantee the security of your information.

COOKIES AND OTHER TECHNOLOGIES

We use tracking tools like browser cookies, web beacons, and similar technology to collect information from you. We collect information about users over time when you use this website or any apps that we may make available on our Website. We may have third parties collect Personal Information this way. This information is used to improve your experience while using our Website and browsing the Internet.

While the technologies we may use change from time to time, they generally fall into one of the following categories:

- Strictly necessary. These technologies are strictly necessary in order for you to use the Website, load, and view content, and access your account. Without these Strictly Necessary technologies, the Website will not perform as smoothly for you as we would like them to, and we may not be able to provide certain features you request.

- Functional. These are technologies that help enhance functionality, improve your user experience, and tailor your use of our Website.

- Performance. These technologies allow us to understand more about how visitors use our Website so we can understand and improve performance. For example, we gather analytics to help us understand which pages within our Website are most popular and how users move around them.

- Targeting. These are technologies used for targeted advertising and marketing. These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests (which may be based on sensitive information, including health-related information) and show you relevant ads on other sites. They do not directly store Personal Information but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

To learn more about cookies and similar technologies, please visit https://allaboutcookies.org/. To set your preferences with respect to the automated technologies we use to collect your Personal Information, you may:

- Adjust the settings in your web or mobile device browser. Most web and mobile device browsers automatically accept cookies, and you can change your browser to prevent that or to notify you each time a cookie is set.

- You may opt out of receiving interest-based advertising by visiting the Network Advertising Initiative's Opt-Out Tool. This opt-out tool works only for advertisers who are part of the Network Advertising Initiative.

- You may configure your preferences in our Privacy Preference Center, which can usually be located in the footer of our Website your viewing [MWS7.1][KM7.2].

Some web browsers include a "Do Not Track" ("DNT") or similar feature that signals to websites that a user does not want to have their Internet activity tracked. We are committed to providing you with meaningful choices about the information collected on our website for third party purposes; however, we do not currently recognize or respond to browser-initiated DNT signals.

We take steps to honor the Global Privacy Control and other universal opt out mechanisms where required by law.

CHILDREN'S DATA

Our website is directed to and intended for use only by those who are 18 years of age or over. We do not knowingly collect, sell, or share the Personal Information from any person under 18 years of age. If you believe we have the Personal Information of a person under 18 years of age, please notify us and the Personal Information will be removed.

ELECTRONIC COMMUNICATIONS[MWS8.1]

We may contact you via email, phone, or text/SMS with information about your requested services, treatment options, appointment reminders, appointment scheduling, and promotional or marketing communications. These communications may include messages sent using an automatic telephone dialing system (or "auto-dialer") or artificial or pre-recorded voice. We will obtain your consent where required by law. Consent to receive marketing text messages is not required as a condition of purchasing any goods or services.

Your carrier's standard rates and charges may apply. We do not exchange, trade, rent, or give text/SMS opt-in information to unaffiliated third parties to use for their own purposes.

YOUR RIGHTS AND CHOICES

You have certain rights and choices regarding the Personal Information we maintain about you:

- Opt Out of Email Marketing: If you do not wish to receive marketing-related emails from us, please click the unsubscribe link at the bottom of any marketing email, or email us using the information in the section "Contact Us." Please note that even if we stop all marketing communications, you may still receive administrative, legal, and other important communications from us.

- Opt Out of SMS Messaging: You may opt-out from text messaging by replying “STOP” to the text messages you receive from us.

- Opt Out of Tracking Technologies: You may opt out of certain tracking technologies as described in the “Cookies and Other Technologies” section above.

CALIFORNIA DISCLOSURES

If you are a resident of California, this Privacy Policy describes our Personal Information collection, use, and disclosure practices over the past 12 months. Specifically:

- We have collected the categories of Personal Information listed in the “What Personal Information Do We Collect?” section above. The purposes for which we have collected Personal Information and the sources of that Personal Information are respectively described in the “How Do We Collect Your Information?” and “How Do We Use Your Personal Information?” section above. We have disclosed Personal Information for a business purpose to the categories of third parties listed in the “How Do We Disclose Your Personal Information?” section above.

- Depending on the Website you use, we have sold or shared, as defined by California law, the following categories of Personal Information with our targeted advertising service providers and partners: identifiers, internet or other electronic activity information, geolocation data, and sensitive information (with your consent). We do not knowingly sell Personal Information of minors under 18, and we do not otherwise sell Personal Information in exchange for monetary consideration.

In addition to the rights and choices outlined above, you may also request to exercise the following privacy rights:

- Right to know: The right to request to know what Personal Information we collected about you (categories and specific data elements), from where we collected it, why we have collected, sold, or shared it, and to whom we have disclosed it. You may request this information for specified date range going back as far as January 1, 2022.

- Right to delete: The right to request that we delete Personal Information we collected from you.

- Right to correct: The right to correct inaccurate Personal Information we maintain about you.

- Right to opt out: The right to opt out of certain automated processing and profiling activities, as well as the sale and sharing of your Personal Information for targeted advertising purposes. We do not currently engage in practices involving automated decision-making, profiling, or selling Personal Information other than as disclosed in this Privacy Policy.

California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits California residents to request and obtain from us, once a year and free of charge, information about categories of Personal Information (if any) we disclosed to third parties for those third parties’ direct marketing purposes and the names and addresses of all third parties to whom we disclosed Personal Information in the immediately preceding calendar year. You may opt out of these disclosures by writing us at support@lodushealth.com [MWS9.1]

[KM9.2][CS9.3][CR9.4][CS9.5][CR9.6][CS9.7]or configuring your settings for to reject non-essential cookies and other tracking technologies.

You can exercise your privacy rights as described in the “Exercising Your Rights” section below.

OTHER U.S. STATE DISCLOSURES

Residents of certain other U.S. states with consumer privacy laws [MWS10.1] [KM10.2]may also request to exercise the following privacy rights, subject to any applicable exemptions and limitations:

- Right to access: You have the right to confirm whether we are processing your Personal Information and to access such Personal Information. If you are a resident of Connecticut, Oregon, or Minnesota, you also have the right to request a list of third parties to whom we disclose Personal Information.

- Right to correct: You have the right to request that we correct inaccurate Personal Information that we maintain about you.

- Right to delete: You have the right to request that we delete your Personal Information under specific circumstances.

- Right to opt-out: You have the right to object or opt out of certain types of processing, including: (1) processing for the purpose of targeted advertising, (2) processing for the purpose of the sale of Personal Information, and (3) processing for the purpose of certain types of profiling and automated decision-making. We do not currently engage in practices involving automated processing, profiling, or selling Personal Information other than disclosed in this Privacy Policy.

- Right to data portability: You have the right to request a copy of your Personal Information in an accessible format.

- Right to appeal: If we do not grant your consumer request, you may have the right to appeal that denial.

CANADA DISCLOSURES

Individuals who reside in Canada may have the right to:

- Right to access: You have the right to confirm whether we are processing your Personal Information and to access such Personal Information.

- Right to correct: You have the right to request that we correct inaccurate Personal Information that we maintain about you.

- Right to delete: You have the right to request that we delete your Personal Information under specific circumstances.

- Right to file a complaint: You have the right to file a complaint about our data practices with the Office of the Privacy Commissioner.

You may exercise these rights by contacting us as described under the “Exercising Your Rights” section, below.

EXERCISING YOUR RIGHTS

If you are a resident of California, another U.S. state with a consumer privacy law, or Canada, contact our Unified Privacy Officer at support@lodushealth.com or at 1.866.825.1606 to exercise any of the above rights. Applicable law may limit the number of times that you can submit a particular request within a 12-month period.

You may be able to designate an authorized agent to make a request on your behalf. We may deny a request from an authorized agent that does not submit proof that they have been validly authorized to act on your behalf or if the agent attempts to exercise a right for which they are not legally authorized to do so.

If you choose to exercise certain rights listed above, for the protection of your information, we may be required to verify your identity. Your identity may be verified through your account (if any), by confirming at least three (3) information points of your information we maintain, or by providing additional documentation that we request

We will only use Personal Information provided in your request to verify your identity or authority to make the request. To the extent possible, we will avoid requesting additional information from you for the purposes of verification. We may deny your request if we cannot verify your identity.

If you exercise any of your privacy rights, we will not discriminate or retaliate against you.

INTERNATIONAL USERS

We operate in the United States, and we recognize that the laws in the United States may be different and, in some cases, less protective as the laws in other countries. By providing us with your Personal Information and using our services, you acknowledge that your Personal Information will be transferred to and processed in the United States.

EXTERNAL LINKS

Our Website may provide links to third-party websites, services, and applications that are not operated or controlled by us. While we attempt to facilitate access only to those third-party services that share our respect for your privacy, we cannot take responsibility for the content, privacy policies, or practices of those third-party services. We encourage you to review and understand the privacy practices of any third-party services before providing any information to or through them. Your interactions with these features are governed by the Privacy Policy of the third-party service that provides the feature.

CHANGES TO THIS PRIVACY POLICY

We state the “last updated” date of this Privacy Policy at the top of this page. If we materially change the way we use or disclose your Personal Information, we will endeavor to notify you in advance by email and/or by placing a prominent notice on our Website. The amended Privacy Policy supersedes all previous versions.

CONTACT US

Questions, comments and complaints about our data practices can be sent to our data privacy office by calling the Unified Privacy Officer at 1.866.825.1606, emailing us at support@lodushealth.com, or writing to us at:

Unified Women's Healthcare, LP

c/o Privacy Officer

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