

Privacy Policy

CoreHRT LLC

Effective Date: October 28, 2025

Welcome to the website of CoreHRT LLC (referred to as "we," "us," "our," or "CoreHRT"). We are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website(s) (the "Site"), including corehrtllc.com and any related subdomains or mobile-optimized versions (collectively, the "Services").

By using our Services, you consent to the practices described in this Privacy Policy. If you do not agree with the terms of this Privacy Policy, please do not access or use our Services.

This Privacy Policy applies to all visitors, users, and others who access the Services ("you" or "your"). It does not apply to information collected through other means, such as in-person consultations or separate patient portals, which are governed by our ****HIPAA Notice of Privacy Practices**** for protected health information (PHI).

1. Information We Collect

We collect information to provide, improve, and protect our Services. The types of information we collect fall into the following categories:

1.1 Personal Information

Personal Information is information that identifies you as an individual. We collect Personal Information that you voluntarily provide to us, such as:

- Contact Information: Name, email address, phone number, mailing address.
- Account Information: Username, password (hashed), and profile details if you create an account.
- Health-Related Information: Basic inquiries about symptoms or goals (note: detailed medical information submitted via the Site may be treated as PHI under HIPAA).
- Payment Information: Billing details for services or products (processed via secure third-party providers; we do not store full card details).
- Communication Information: Information you provide when contacting us via forms, chat, email, or SMS.

1.2 Mobile Information

When you access our Services from a mobile device (e.g., smartphone or tablet), we may collect Mobile Information, including:

- Device type and model.
- Unique device identifiers (e.g., IDFA, IDFV, Android ID, Advertising ID).
- Mobile operating system (e.g., iOS or Android version).
- Mobile carrier and network information.

- Mobile browser type and version.
- Approximate location based on IP address or Wi-Fi (with your consent where required).

Important Notice on Mobile Information: CoreHRT LLC does not share or sell your Mobile Information to third parties for the purpose of marketing or advertising. Your Mobile Information is used solely to optimize your experience on our Services, ensure security, and provide personalized support.

1.3 Non-Personal Information (Automatically Collected)

We automatically collect certain information when you interact with our Services:

- Usage Data: IP address, browser type/version, operating system, pages viewed, time spent on pages, referring/exit pages, and clickstream data.
- Device Data: Screen resolution, hardware version, and installed fonts.
- Location Data: General location derived from IP address (precise geolocation only with explicit consent).
- Log Data: Date/time of access, error logs.

1.4 Information from Other Sources

- Analytics Partners: Aggregated data from tools like Google Analytics.
- Third-Party Services: Information from social media logins (e.g., Facebook, Google) or referral sources.

2. How We Use Your Information

We use the information we collect for the following purposes:

- To provide and maintain our Services (e.g., processing inquiries, scheduling appointments).
- To communicate with you (e.g., respond to support requests, send transactional emails/SMS).
- To personalize your experience (e.g., recommend relevant content based on your inquiries).
- To improve our Services (e.g., analyze usage patterns).
- To send promotional communications (only with your consent; you can opt-out anytime).
- For security, fraud prevention, and legal compliance.
- To comply with health regulations (e.g., HIPAA for PHI).

3. Sharing and Disclosure of Your Information

We value your privacy and do not sell your Personal Information or Mobile Information. We share information only as described below:

3.1 With Service Providers

We share information with trusted third-party vendors who perform services on our behalf, such as:

- Hosting and analytics (e.g., Google Cloud, AWS).
- Email/SMS providers (e.g., Twilio, Mailchimp).
- Payment processors (e.g., Stripe, PayPal).

These providers are contractually obligated to protect your data and use it only for the specified purposes.

3.2 No Sharing or Selling of Mobile Information for Marketing

We explicitly do not share or sell your Mobile Information to any third parties for marketing, advertising, or promotional purposes.

3.3 Business Transfers

In the event of a merger, acquisition, or sale of assets, your information may be transferred, but only with notice and subject to equivalent privacy protections.

3.4 Legal Requirements

We may disclose information if required by law, such as in response to a subpoena, court order, or government request; to protect our rights, safety, or property; or to enforce our terms.

3.5 Affiliates

We may share with CoreHRT affiliates for operational purposes, under the same privacy standards.

3.6 With Your Consent

We may share for any purpose with your explicit permission.

4. Cookies and Tracking Technologies

We use cookies, pixels, and similar technologies to enhance your experience:

- Essential Cookies: Necessary for Site functionality.
- Analytics Cookies: Track usage (e.g., Google Analytics).
- Marketing Cookies: Personalize ads (with consent; opt-out via cookie banner).

You can manage cookies via your browser settings. For more details, see our Cookie Policy [link if separate].

Do Not Track (DNT): We honor browser DNT signals where applicable.

5. Children's Privacy

Our Services are not intended for children under 13 (or 16 in some jurisdictions). We do not knowingly collect Personal Information from children. If we learn we have, we will delete it promptly. Parents/guardians: Contact us to review/delete a child's data.

6. Data Security

We implement reasonable administrative, technical, and physical safeguards (e.g., encryption, firewalls, access controls) to protect your information. However, no system is 100% secure. Report suspected breaches to info@corehrtllc.com.

7. Data Retention

We retain information as long as necessary for the purposes described, or as required by law (e.g., 7 years for health records under HIPAA). Upon request, we delete where possible.

8. Your Privacy Rights

8.1 General Rights

- Access: Request a copy of your data.
- Correction: Update inaccurate information.
- Deletion: Request deletion (subject to legal obligations).
- Opt-Out Unsubscribe from marketing; opt-out of SMS via "STOP".

8.2 CCPA/CPRA (California Residents)

If you are a California resident, you have rights to:

- Know what Personal Information we collect, use, share.
- Delete your Personal Information.
- Opt-out of "sales" or "sharing" (we do not sell/share).
- Limit sensitive data use.

Submit requests at privacy@corehrtllc.com or via Your Privacy Rights form on the Site. Verification required.

Notice of Right to Opt-Out of Sale/Sharing: We do not sell or share Personal Information.

8.3 GDPR (EU/UK Residents)

- Right to access, rectify, erase, restrict, portability, object.
- Withdraw consent.

Data Protection Officer: privacy@corehrtllc.com.

8.4 Other Jurisdictions

Similar rights under applicable laws (e.g., PIPEDA, LGPD).

9. International Data Transfers

We primarily operate in the US. If transferring data internationally, we use Standard Contractual Clauses (SCCs) or adequacy decisions to ensure equivalent protection.

10. Third-Party Links

Our Services may link to third-party sites. We are not responsible for their privacy practices.

11. Changes to This Privacy Policy

We may update this policy. Changes will be posted here with the new Effective Date. Significant changes will be notified via email or Site notice. Continued use constitutes acceptance.

12. Contact Us

For questions, requests, or complaints:

- **Email**: info@corehrtllc.com

Thank you for trusting CoreHRT LLC with your information.