WEBSITE PRIVACY POLICY

Apex IV and Wellness, LLC

Effective Date: September 14, 2026

Website: apexivandwellness.com

Privacy Officer Email: apexivco@gmail.com

WEBSITE & GENERAL PRIVACY POLICY

This Privacy Policy explains how Apex IV and Wellness, LLC ("Apex," "we," "us," or "our") collects, uses, discloses, and safeguards personal information when you visit our website or engage our mobile IV hydration, vitamin injection, telehealth, and related wellness services.

This website policy does not replace the HIPAA Notice of Privacy Practices in Part II. When information is Protected Health Information (PHI) subject to HIPAA, Part II and applicable HIPAA requirements govern.

1. INFORMATION WE COLLECT

- Contact information, such as name, email address, phone number, mailing address, and requested service location.
- Health and medical information you submit in connection with scheduling, intake, screening, telehealth, or treatment.
- Payment and billing information. Payment processing may be handled by third-party payment processors; Apex does not intend to store full payment-card numbers on its own systems.
- Identity information, such as date of birth and other information needed to verify identity where appropriate.
- Communications, including messages, inquiries, feedback, and records of communications with Apex.
- Website/device information, which may include IP address, browser and device information, referring URL, pages viewed, links clicked, and similar usage information.
- Approximate location derived from an IP address and cookies or similar technologies used by the website and its service providers.

2. HOW WE USE INFORMATION

- Schedule, coordinate, screen for, and deliver services.
- Communicate about appointments, care, payments, and service-related matters.
- Process payments and maintain business and financial records.
- Support safety, quality, compliance, auditing, and business operations.
- Maintain and secure the website and diagnose technical issues.
- Understand website usage and improve the user experience.
- Send marketing communications when permitted and when any required consent has been obtained.

3. HIPAA & PROTECTED HEALTH INFORMATION

To the extent Apex is subject to HIPAA with respect to particular information, Apex handles PHI according to the HIPAA Notice of Privacy Practices in Part II and applicable law. PHI may be used or disclosed for treatment, payment, health care operations, and other purposes permitted or required by law. Uses or disclosures requiring authorization will be made only with appropriate authorization.

4. WHEN WE MAY SHARE INFORMATION

- Service providers that support scheduling, payment processing, communications, recordkeeping, technology, or other business functions, subject to applicable privacy and contractual requirements.
- Licensed clinicians, Apex's medical director, pharmacies, laboratories, telehealth providers, or other health care professionals involved in care when permitted by law.
- Governmental authorities, courts, law enforcement, or other parties when disclosure is required or permitted by law.
- A successor organization in connection with a merger, acquisition, restructuring, or transfer of business assets, subject to applicable legal requirements.

Apex does not sell PHI. Apex will not sell personal information or use/share it for targeted advertising except as disclosed and permitted by applicable law.

5. DATA RETENTION & SECURITY

Apex retains information for as long as reasonably necessary for the purposes for which it was collected and to satisfy applicable legal, regulatory, clinical-record, tax, and business requirements. Apex uses reasonable administrative, technical, and physical safeguards designed to protect information. No internet transmission or electronic storage system can be guaranteed to be completely secure.

6. YOUR PRIVACY CHOICES & RIGHTS

Depending on the information involved and applicable law, you may have rights to request access, correction, deletion, portability, or limitations on certain processing, and to opt out of marketing communications or certain targeted advertising. HIPAA rights concerning PHI are described separately in Part II. Some requests may be limited by legal record-retention or other requirements.

7. COOKIES & TRACKING TECHNOLOGIES

The Apex website may use essential, analytics, and marketing cookies or similar technologies. Available cookie controls and opt-out choices should reflect the technologies actually enabled on the Apex website. You may also use browser controls to manage cookies, although disabling some cookies may affect website functionality.

8. CHILDREN'S PRIVACY

Apex's website and services are intended for adults unless Apex expressly offers a service to a minor with legally sufficient parent or guardian involvement and consent. Apex does not knowingly use its website to solicit personal information from children in violation of applicable law.

9. CHANGES & CONTACT

Apex may update this Website & General Privacy Policy from time to time. The current version will be identified by its effective date. Questions or privacy requests may be directed to the Apex Privacy Officer using the contact information at the beginning of this document.