

Loop™ Care Platform Privacy Policy

Last Updated: February 2025

1. INTRODUCTION

HR HealthCare ("HRHC," "we," "us" or "our") respects that the privacy of your personal information is important to you, and we are committed to protecting your privacy. This Privacy Policy applies to the personal information collected by us through Loop Care Platform www.getlooprx.com and all subdomains thereunder (collectively, the "Platform"), as well as the devices used to access the Platform. This Privacy Policy describes the types of information we may collect from you or that you may provide when you visit the Platform, as well as our practices for collecting, using, maintaining, protecting, and disclosing that information. By using the Platform, you acknowledge that you understand and consent to the data practices described in this Privacy Policy. If you do not agree with this Privacy Policy, you should not use the Platform.

2. INFORMATION WE COLLECT

HRHC may collect a variety of information from or about you or your devices from various sources, as described below. We may combine this information together. If information is necessary to provide you with certain services on the Platform or if HRHC is legally required to collect certain information and you do not provide such information, you may not be able to use the Platform.

A. INFORMATION YOU PROVIDE TO US

When you engage with and use the Platform, you may provide us with certain information about yourself. This information may include personal information, such as information that you provide when registering for an account on the Platform and information that you provide in connection with submitting an order for durable medical equipment supplies ("DME Supplies"). This personal information could include, for example, your name, phone number, address, and, if you are a health care provider, your National Provider Identifier ("NPI").

B. INFORMATION WE AUTOMATICALLY COLLECT

As you navigate through and interact with the Platform, we may use automatic data collection technologies, such as cookies, web beacons, clear gifs, and other similar technologies, to collect certain information about your device and browsing. This information may include, for example, IP address, operating system and browser type, device identifiers, and how you interact with the Platform.

We use this automatically collected information to operate the Platform and our business, such as to recognize you when you return to the Platform, customize the Platform for your use, analyze how you and others use the Platform, measure the numbers of people that visit the Platform, and for other analytics purposes.

We may combine the information that you collect automatically with the personal information that we collect, as well as information we receive from third parties.

3. HOW HRHC USES THE INFORMATION COLLECTED

HRHC uses information that we collect about you, or you provide to us, for a variety of lawful purposes, such as those described below:

- To provide, maintain, improve the convenience and functionality, and otherwise enhance the Platform;
- To provide our services, including facilitating the electronic transmission of an order for a DME Supply;
- To communicate with you, provide you with updates and
- HRHC uses information that we collect about you, or you provide to us, for a variety of lawful purposes, such as those described below:
- To provide, maintain, improve the convenience and functionality, and otherwise enhance the Platform;

- To provide our services, including facilitating the electronic transmission of an order for a DME Supply;
- To communicate with you, provide you with updates and other information about products and service offerings from us and our vendors and service providers that you have requested or authorized, respond to comments and questions, and otherwise provide customer support;
- For marketing purposes, such as developing and providing promotional offers and advertising materials that may be useful, relevant, valuable, or otherwise of interest to you;
- To de-identify and aggregate information collected through the Platform and use it for any lawful purpose;
- To find and prevent fraud, and respond to trust and safety issues that may arise;
- For compliance purposes, including enforcing our legal rights or Terms of Use, or as may be required by applicable laws and regulations or requested by any judicial process or governmental agency, including to respond to any government or regulatory request;
- To fulfill any other purpose for which you provide it; and
- For any other purpose at your direction or with our consent.

4. HOW HRHC SHARES THE INFORMATION COLLECTED

HRHC may disclose aggregate information about our users, and information that does not identify any individual, without restriction.

HRHC may share or otherwise disclose information collected from or about you or patients for a variety of lawful purposes, including:

- Partners and Affiliates. HRHC may share any information we receive with our partners, subsidiaries, and affiliates for processing orders for DME supplies and any of the purposes described in this Privacy Policy.
- Vendors and Service Providers. HRHC may share any information we receive, including medical and health information consistent with our legal obligations with our vendors and service providers, such as DME suppliers, contractors, auditors, consultants, or others hired by us to help us in operating our business and/or the Platform or administer activities on our behalf and who are bound by contractual obligations to keep such information confidential.
- As Required by Law and Similar Disclosures. HRHC may access, preserve, and disclose information about you if we believe doing so is required or appropriate to: (a) comply with law enforcement requests and legal processes, such as a court order or subpoena; (b) respond to your requests; or (c) protect your, our, or others' rights, property, or safety.
- In Connection with Certain Transactions. HRHC may disclose information about you to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our clients or users of the Platform is among the assets transferred.
- At Your Direction. HRHC may disclose information about you to fulfill the purpose for which you provide it, such as communicating with you via email or other means.
- Consent. HRHC may also disclose information from or about you or your devices with your permission.

5. YOUR CHOICES

You can unsubscribe from our promotional emails via the link provided in the emails or by emailing privacy@hrhealthcare.com. Even if you opt out of receiving promotional messages from us, you will continue to receive administrative messages from us.

There is no accepted standard on how to respond to Do Not Track signals, and we do not respond to such signals.

If you choose not to provide us with the information we collect, some features of the Platform may not work as intended.

6. THIRD PARTIES

The Platform may contain links to other websites, products, or services that we do not own or operate. We are not responsible for the privacy practices of these third parties. Please be aware that this Privacy Policy does not apply to your activities on these third-party services or any information you disclose to these third parties. We are not responsible for the privacy practices or the content of such sites. If you have any questions about how these other sites use information from or about you, you should contact them directly. We encourage you to read their privacy policies before providing any information to them.

7. ONLINE CHAT SERVICES

The Platform may include an online chat service provided by our partners. These partners collect information and track how their services are being used. You can find more information about how the partner tracks usage and what information they collect by visiting their privacy policies.

8. ACCESSING, CHANGING OR CORRECTING YOUR INFORMATION

You may contact us through one of the methods listed in the “Contact Information” section below to request access to, or request to correct or delete, any personal information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

9. SECURITY

HRHC undertakes reasonable efforts to protect information from or about you by using technical and organizational safeguards designed to improve the security of the information we maintain.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to the Platform, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to the Platform. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Platform.

10. CHILDREN’S PRIVACY

We do not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to create an account on the Platform. In the event that we learn that we have collected personal information from a child under age 13 without verification of parental or guardian consent, we will delete that information. If you believe that we might have any information from or about a child under 13 without parental or guardian consent, please contact us through one of the methods listed in the “Contact Information” section below.

11. INTERNATIONAL VISITORS

The Platform is hosted in the United States and is intended for visitors located within the United States. If you choose to use the Platform from the European Union or other regions of the world with laws governing data collection and use that may differ from U.S. law, then please note that you are transferring information from or about you or your devices outside of those regions to the United States for storage and processing. Also, HRHC may transfer your data from the U.S. to other countries or regions in connection with the storage and processing of data, fulfilling your requests, and operating the Platform. By providing any information, including information from or about you or your devices, on or to the Platform, you consent to such transfer, storage, and processing.

12. CHANGES TO THIS PRIVACY POLICY

This Privacy Policy may be revised from time to time. HRHC will post any updates to the Privacy Policy on this page, and the revised version will be effective as of the last effective date above. We encourage you to review this Privacy Policy to learn about those changes.

13. CONTACT INFORMATION

If you have any inquiries about this Privacy Policy, please contact us via email at privacy@hrhealthcare.com; via telephone at 717-775-7600, or via mail at:

HR HealthCare
Attn: Data Privacy Officer
2600 Eastern Blvd., Suite 201
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