

# Privacy Policy

**Effective Date: May 5, 2025**

Original Health Blueprint LLC ("we," "us," or "our") operates a peptide therapy clinic and is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information, including Protected Health Information (PHI), when you visit our website, use our services (including telehealth), or interact with us. We comply with the Health Insurance Portability and Accountability Act (HIPAA), applicable state laws (including Alabama), and other relevant regulations.

For questions, contact us at:

**Email:** [support@myhealthblueprint.com](mailto:support@myhealthblueprint.com)

**Mail:** P.O. Box 43251, Birmingham, AL 35243

## 1. Information We Collect

We collect the following types of information:

- **Personal Identifiers:** Name, email address, phone number, mailing address.
- **Health-Related Data:** Medical history, lab results (e.g., hormone levels), peptide therapy prescriptions, treatment outcomes, and other PHI necessary for your care.
- **Payment and Billing Details:** Credit card information, billing address, and insurance details (if applicable).
- **Device and Usage Data:** IP address, browser type, device information, and website usage data (e.g., via cookies or analytics tools) when you visit our website or use our telehealth platform.

## 2. How We Use Your Information

We use your information to:

- Provide, manage, and improve our peptide therapy and telehealth services, including treatment planning and follow-up care.
- Communicate with you about appointments, treatment plans, or health updates.
- Process payments and manage billing.
- Conduct quality improvement and research (only with your consent or using de-identified data).
- Comply with legal and regulatory requirements, including HIPAA and Alabama state laws.

- Enhance our website and services through analytics (e.g., tracking website usage).

We obtain your informed consent for uses of your PHI beyond treatment, payment, and healthcare operations (e.g., research or marketing), as required by HIPAA.

### 3. Sharing of Information

We do not sell your personal information. We may share it with:

- **Licensed Healthcare Providers:** Physicians, nurses, or pharmacists involved in your peptide therapy.
- **Third-Party Service Providers:** Laboratories (e.g., LabCorp), compounding pharmacies, payment processors, or telehealth platform providers, all bound by HIPAA-compliant Business Associate Agreements (BAAs).
- **Government Agencies:** When required by law (e.g., public health reporting or court orders).
- **Research Partners:** Only with your explicit consent or using de-identified data.

We ensure all disclosures comply with HIPAA and other applicable laws. You may request an accounting of disclosures of your PHI by contacting us at [support@myhealthblueprint.com](mailto:support@myhealthblueprint.com).

### 4. Data Protection

We implement robust, industry-standard security measures to protect your information, including:

- **Encryption:** AES-256 encryption for data in transit and at rest.
- **Access Controls:** Multi-factor authentication and role-based access for staff.
- **Audits:** Regular security audits and penetration testing.
- **Secure Telehealth:** Encrypted video conferencing and patient portals.

Despite these measures, no system is completely secure. In the event of a data breach, we will notify affected individuals as required by HIPAA and state laws.

### 5. Your Choices and Rights

Under HIPAA and applicable laws, you have the following rights regarding your information:

- **Access:** Request a copy of your PHI within 30 days by emailing [support@myhealthblueprint.com](mailto:support@myhealthblueprint.com).

- **Correction:** Request corrections to inaccurate PHI by submitting a written request to the above email or mailing address.
- **Deletion:** Request deletion of your data, subject to legal retention requirements (e.g., medical records must be retained for at least 7 years under Alabama law).
- **Restriction:** Request restrictions on certain uses or disclosures of your PHI (e.g., opting out of marketing).
- **Accounting of Disclosures:** Request a list of disclosures of your PHI made by us.
- **Opt-Out:** Opt out of marketing communications or research participation by contacting us.

To exercise these rights, submit a written request to [support@myhealthblueprint.com](mailto:support@myhealthblueprint.com) or our mailing address. We will respond within the timeframes required by law.

## 6. Data Retention

We retain medical records and PHI for at least 7 years, as required by HIPAA and Alabama law, or longer if mandated by other regulations. Other personal information (e.g., contact details) is retained only as long as necessary for the purposes outlined in this policy. Upon request, we will delete your data where legally permitted, subject to retention obligations.

## 7. Telehealth and Website Usage

Our telehealth services use secure, HIPAA-compliant platforms with end-to-end encryption. We collect device and usage data (e.g., via cookies) to improve our website and telehealth experience. You can manage cookie preferences through your browser settings. For details on our telehealth privacy practices, contact us at [support@myhealthblueprint.com](mailto:support@myhealthblueprint.com).

## 8. Third-Party Links

Our website or telehealth platform may contain links to third-party websites (e.g., LabCorp or payment processors). We are not responsible for their privacy practices or content. Review their policies before sharing information.

## 9. Research and Marketing

We may use your PHI for research or marketing only with your explicit written consent, except when using de-identified data that cannot be linked to you. You may opt out of research or marketing communications at any time by contacting us at [support@myhealthblueprint.com](mailto:support@myhealthblueprint.com).

## 10. Compliance with State and International Laws

We comply with Alabama privacy laws and other state regulations applicable to our patients. If you are located outside the U.S., your data may be subject to international privacy laws (e.g., GDPR for EU residents). We implement safeguards for cross-border data transfers, such as Standard Contractual Clauses. Contact us for details on international data handling.

## 11. Updates to This Policy

We may update this Privacy Policy periodically to reflect changes in our practices or legal requirements. Updates will be posted on our website with a new effective date. We encourage you to review this policy regularly.

## 12. Data Breach Notification

In the unlikely event of a data breach, we will notify affected individuals and authorities as required by HIPAA, Alabama law, and other applicable regulations, typically within 60 days of discovery.

## Contact Us

For questions, concerns, or to exercise your rights, contact us at:

**Email:** [support@myhealthblueprint.com](mailto:support@myhealthblueprint.com)

**Mail:** Original Health Blueprint LLC, P.O. Box 43251, Birmingham, AL 35243

We are committed to resolving privacy concerns promptly and in compliance with all applicable laws.