

## Loopback Privacy Policy

**Effective Date:** 01/01/2025

**Last Updated:** 01/01/2025

Loopback, LLC, including its affiliates, subsidiaries, and related entities (collectively, "Loopback," "we," "us," or "our") provides this Privacy Policy to explain how we collect, use, disclose, and protect personal information through our website located at <https://www.loopbackhealth.com> (the "Site"), our corporate offices, and all products and services we provide (collectively, the "Services").

By accessing or using the Site, you agree to this Privacy Policy.

### 1. Scope

This Privacy Policy applies to personal information collected from visitors to the Site, individuals who interact with Loopback in a business context, and users of our Services.

Personal information means information that identifies or could reasonably be linked to an individual.

This Privacy Policy does not apply to protected health information that Loopback receives or processes in its role as a business associate under HIPAA. When acting as a business associate, our handling of protected health information is governed exclusively by HIPAA and applicable business associate agreements.

### 2. Categories of Personal Information We Collect

We may collect the following categories of personal information:

Category	Examples	Sources	Business Purposes
Identifiers	Name, email address, phone number, IP address	Directly from you, corporate clients, third-party providers	Communications, customer relationship management, security, analytics
Employment Information	Job title, employer, business contact details	Corporate clients, direct input	Contract administration, onboarding, support
Internet Activity	Browsing activity, device information, page interactions	Your use of the Site, cookies, tracking tools	Site performance, analytics, troubleshooting
Professional Information	Role, department, customer affiliation	Corporate clients	Customer support, access control, communications

Category	Examples	Sources	Business Purposes
Inference Data	General preferences and site usage patterns	Analytics tools	Improving website experience

We may create de-identified or aggregated information that is not used to identify an individual.

### 3. Data Sources

We collect personal information from:

- You, when you fill out forms or interact with our Site
- Corporate customers who provide workforce information
- Third-party data providers
- Automated technologies such as cookies and logging tools

### 4. How We Use Personal Information

We use personal information for the following purposes:

- To provide, operate, and support the Site and our Services
- To respond to inquiries and provide customer support
- To administer contracts with corporate customers
- To improve and secure the Site and Services
- For analytics and internal reporting
- For marketing, subject to your choices
- To comply with legal and regulatory requirements
- To protect the rights, safety, and security of Loopback and others

We do not use personal information for automated decision-making that produces legal or similarly significant effects.

### 5. How We Disclose Personal Information

We may disclose personal information to:

#### Affiliates

For internal business purposes consistent with this Privacy Policy.



### **Service Providers and Contractors**

For hosting, analytics, communications, support, or other operational functions.

### **Business Transfers**

If Loopback is involved in a merger, acquisition, financing, or asset transfer.

### **Legal Requirements**

To comply with subpoenas, court orders, law enforcement requests, or regulatory obligations.

### **Protection of Loopback and Others**

To detect, prevent, and respond to fraud, security issues, and legal claims.

### **Aggregated or De-identified Data**

Shared for research, analytics, or similar purposes.

Loopback does not sell or share personal information in a way that requires an opt-out link under consumer privacy regulations.

## **6. Cookies and Tracking Technologies**

We use cookies and similar technologies to operate the Site, understand usage, improve performance, and support security.

We may use:

- Essential cookies for core functionality
- Analytics cookies for usage measurement
- Functional cookies to remember preferences

Your browser may allow you to block or delete cookies. Blocking cookies may impact Site functionality.

## **7. Data Retention**

We retain personal information as required for:

- Contractual obligations
- Legal or regulatory compliance
- Security, fraud prevention, and audit purposes
- Internal business needs

When data is no longer needed, we delete or de-identify it consistent with our retention policy.

## **8. Security**



We use reasonable and appropriate administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, and destruction. These safeguards include encryption, access controls, monitoring, and secure development practices.

No system is perfectly secure. You should protect your account information and devices.

## **9. Children's Privacy**

The Site is not directed to children under the age of sixteen. We do not knowingly collect personal information from children under sixteen without appropriate consent.

## **10. Your Privacy Rights**

Depending on your state of residence, you may have the following rights:

- Access to your personal information
- Correction of inaccurate information
- Deletion of personal information
- Right to know the categories of data collected, used, and disclosed
- Right to opt out of certain data uses if applicable
- Right to appeal a denial of your request

To exercise your rights, submit a request to:

Email: [legal@loopbackhealth.com](mailto:legal@loopbackhealth.com)

Phone: 877-858-0212

We will verify your identity before responding to a request.

## **11. Third-Party Links**

The Site may include links to third-party websites. Their privacy practices are governed by their own policies. We are not responsible for those practices.

## **12. Updates to This Policy**

We may update this Privacy Policy from time to time. The updated version will be posted on the Site with a new effective date.

## **13. Contact Us**

For questions, comments, or requests relating to this Privacy Policy, contact:



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Dallas, Texas 75254  
Email: [legal@loopbackhealth.com](mailto:legal@loopbackhealth.com)  
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