



Privacy Policy

This is the web site of Home Care Delivered, Inc.

Our postal address is:

**11013 West Broad St, 4th Floor
Glen Allen, VA 23060**

You can reach us by telephone at 1-866-938-3906 .

For each visitor to our Web page, our Web server automatically recognizes only the consumer's domain name, but not the email address (where possible).

We collect only the domain name, not the email address of visitors to our Web page. We aggregate information on what pages consumers access or visit as well as information volunteered by the consumer, such as survey information and/or site registrations.

The information we collect is used to improve the content of our Web page, used to customize the content and/or layout of our page for each individual visitor, used to notify consumers about updates to our Web site and are not shared with other organizations for commercial purposes.

You can [download our complete privacy policy here](#).

+With Respect to Cookies

We use cookies to record session information such as items that consumers add to their shopping cart, customize Web page content based on visitors' browser type or other information that the visitor sends.

If you do not want to receive email from us in the future, please use our Contact Us form, call us at the above telephone number, or write to us at the above address.

If you supply us with your postal address online you will only receive the information you requested.

Persons who supply us with their telephone numbers online will only receive telephone contact from us with information regarding orders they have placed online.

+ With Respect to Ad Servers

We do not sell or resell customer or visitor information to third parties for advertising or other purposes.

From time to time we may use customer information for new, unanticipated uses not previously disclosed in our privacy notice. If our information practices change at some time in the future we will post the policy changes to our Web site to notify you of these changes and provide you with the ability to opt out of these new uses. If you are concerned about how your information is used, you should check our Web site periodically.

Customers may prevent their information from being used for purposes other than those for which it was originally collected by using our [Refer a Patient form](#), calling us at the number provided above, or writing us at the above address.

+ Disclaimer

Email and other internet communication is not 100% secure against interception. While we take all security precautions necessary to ensure strict confidentiality of protected health information, general internet-based communication is outside of HCD's protected network. Consequently, HCD cannot guarantee the security of these transmissions. Orders requiring a doctor's prescription or orders submitted with incomplete/missing information may require us to contact you for additional information. By submitting your order, you are acknowledging that you understand this risk and authorize HCD to contact you via email. Please know that if you do not wish to communicate with us by email, you may contact us by telephone at (800) 565-5644 .

Upon request, we provide site visitors with access to all information [including proprietary information] that we maintain about them, financial information (e.g., credit card account information) that we maintain about them, unique identifier information (e.g., customer number or password) that we maintain about them, transaction information (e.g., dates on which customers made purchases, amounts and types of purchases) that we maintain about them, communications that the consumer/visitor has directed to our site (e.g., emails, customer inquiries), contact information (e.g., name, address, phone number) that we maintain about them and/or a description of information that we maintain about them. Consumers can access this information by writing to us at the above address, or emailing to us at the above address.

Upon request, we offer visitors the ability to have inaccuracies corrected in contact information, financial information and/or communications that the consumer/visitor has directed to the site. Consumers can have this information corrected by calling us at the above telephone number or writing to us at the above address.

+ With Respect to Security

We always use industry-standard encryption technologies when transferring and receiving consumer data exchanged with our site. We have appropriate security measures in place in our physical facilities to protect against the loss, misuse or alteration of information that we have collected from you at our site.

If you feel that this site is not following its stated information policy, you may contact us at the above address, Contact Us form or phone number, The DMA's Committee on Ethical Business Practices at ethics@the-dma.org, state or local chapters of the Better Business Bureau, state or local consumer protection office, The Federal Trade Commission by phone at 877.FTC-HELP (877.382.4357) or electronically at www.ftccomplaintassistant.gov.

HOME CARE DELIVERED PRIVACY POLICY

Effective Date: June 4, 2021

About this Privacy Policy and Our Commitment to Your Privacy

Home Care Delivered, Inc. ("HCD", "we", "us", "our") provides online home care medical supplies and products (collectively, the "Services") through our mobile applications and HCD.com (collectively, the "Site"). We provide this privacy policy ("Privacy Policy") to outline the information HCD collects from users of the Site ("Users", "you") and how we may use and disclose this information when the Site is accessed through any device. It also describes the choices available to you regarding our use of your information and how you can manage and update this information. Our policy regarding use and disclosure by HCD of certain health related information protected by the Health Insurance Portability and Accountability Act of 1996, as amended, or "HIPAA", that we collect from you is governed by a separate Notice of Privacy Practices.

Your Consent to this Privacy Policy by Using the Site

As described in this Privacy Policy, we may use and disclose your information to provide you with the Site and Services and to improve your experience using the Site and Services. By using the Site, or any other website, online service or mobile application where this Privacy Policy is posted, you agree to our collection, use, disclosure, and storage of information as described in this Privacy Policy.

Third-Party Advertising on Our Site

We do not allow third parties to advertise to Users on our Site, unless you provide consent, which is not requested in this Privacy Policy.

How to Contact Us with Questions about this Privacy Policy

Please read this Privacy Policy carefully. If you have questions or complaints regarding our Privacy Policy or privacy practices, please contact us at:

Home Care Delivered, Inc.

Attn: Chief Privacy Officer

11013 W Broad Street

Glen Allen, VA 23060

or customerservice@HCD.com.

Information Addressed by this Privacy Policy

We want you to have a clear understanding of the information addressed by this Privacy Policy. We will collect information about you (“Information”) in a variety of ways, including directly from you, through automatic means, or from third parties. The Information that is collected depends on how you use the Site.

Personal Information and Privacy

When you use our Service, you may be creating and maintaining a personal, private area of the application (“Individual Site”). By their very nature, these Individual Sites contain a great deal of personal information about the subject of the Individual Site.

Information You Provide Directly to HCD

When you use the Site, you may provide certain information directly to us. For example, without limitation, when you choose to register a user account, you will be required to provide, among other things, your e-mail address, name, and phone number. We may use this information to suggest services that may be of use to the caregiver or care recipient.

[Certain Information in the Services is Visible to Other Users]

Information that is Automatically Collected

We and third parties may use automated means to collect information about you, your computer or other device that you used to access the Site, and your use of the Site. These automated means include common technologies such as cookies or similar technologies. These technologies help us analyze trends, administer the Site, track Users’ movements around the Site, gather demographic information about our User base as a whole, and otherwise provide you with relevant content (e.g., by gathering your zip or postal code). We may receive reports on an individual as well as aggregated basis based on the use of these technologies by HCD, and any third-party vendors acting on HCD’s behalf.

Cookies and Tokens

Cookies are files that websites send to your computer or other Internet-connected device to uniquely identify your browser or to store information or settings on your device. Our Site may use HTTP cookies, HTML5 cookies, Flash cookies and other types of local storage (such as browser-based or plugin-based local storage, or application-based local storage on a mobile device). You may be able to restrict or disable certain cookies. Please note, however, that without cookies, you may not be able to use all of the features of our Site.

Our cookies, tokens and similar technologies (collectively, “Tracking Technologies”) also are used for administering the Site, including without limitation, for authentication, to remember Users’ settings, to customize the content and layout of the Site for Users, to contact you about the Site, and to improve our internal operations, the content of our Site and our services. Users may be able to control the use of, or reject or disable, some Tracking Technologies at the individual browser level. If you reject or disable Tracking Technologies, you may still use our Site, but your ability to use some features or areas of our Site may be limited. We use Tracking Technologies to identify your device and keep track of your Internet session with our Site. Using these Tracking Technologies, we may automatically end your session on our Site after a period of inactivity (as determined by us in our sole discretion). We also use Tracking Technologies that allow us to recognize your device when you return to the Site within a certain period of time (as determined by us in our sole discretion) and automatically log you back into your account with us. UNLESS YOU AFFIRMATIVELY LOG OUT of your account PRIOR TO YOUR SESSION ENDING (whether by you or by us), YOU WILL BE AUTOMATICALLY LOGGED BACK IN THE NEXT TIME YOU OR ANY USER OF YOUR DEVICE VISITS OUR SITE within the period of time determined by us. If you do not wish to be automatically logged back in when you (or someone using your device) next initiate a session with our Site (using the same device that is being used for your current session), you should log out of your account (i) prior to ending your session, or (ii) if you will be inactive on our Site for more than a few minutes.

Web Logs

In conjunction with the gathering of data through cookies, Web servers may log records such as your device type, operating system type, device advertising identifier, browser type, domain, and other system settings, as well as the language your system uses and the country and time zone where your device is located. The Web server logs also may record the address of the Web page that referred you to our Site, the IP address (and associated city and state or province for the IP address) of the device you use to connect to the Internet, and data about your interaction with our Site, such as which pages you visit.

Pixels/Web Beacons

To control which Web servers collect information by automated means, we may place tags on our Web pages called “Web beacons” (or “pixels”), which are files that link Web pages to particular Web servers

and their cookies. We also may include Web beacons in e-mail messages to record whether an email has been opened or whether certain links in such email have been clicked. We or third parties also may send instructions to your device using JavaScript or other computer languages to store or gather the sorts of data described above and other details about your interactions with the Site. We may use third party pixels on the Site's registration and login pages. For example, we may use these pixels to assess your progress in registering for our Site. If you start but fail to complete the registration process, we may also use third party pixels to deliver reminders to complete your registration. We may also use these pixels to deliver notices about new and existing features on our Site. These reminders and notices may appear on other websites, and third parties who provide the pixels may use the information obtained from pixels for their business purposes.

Online Analytics

We may use third-party web analytics services on our Site, such as those of Google Analytics. These service providers use the sort of technology described in this "Information that is Automatically Collected" section to help us analyze how Users use the Site, including by noting the third-party Web site from which Users arrive. The information (including your IP address) collected by the technology will be disclosed to or collected directly by these service providers, who use the information to evaluate your use of the Site.

Collection of Information Across Personal Devices and Applications

Sometimes, we (or our service providers) may use the information we collect—for instance, log-in credentials, IP addresses, hashed email addresses, and unique mobile device identifiers—to locate or try to locate the same unique Users across multiple browsers or devices (such as smartphones, tablets, or computers), or work with providers that do this, in order to better tailor content, features, and advertising (for HCD on other sites), and provide you with a seamless experience across the devices you use to access our services.

Our Use of Information

Use and Storage of Information to Provide You with the Site and Related Services

HCD, and any third party vendors acting on HCD's behalf, may use and store your Information to perform activities associated with providing you with the Site and related Services such as: (i) registering you to use the Site and otherwise logging you into the Site, including the authentication of your identity, where applicable, and otherwise enabling your access to the Site; (ii) resolving disputes and/or troubleshooting problems including logging into your account to troubleshoot problems or otherwise help you navigate the Site; (iii) verifying your compliance with your obligations in our Terms of Service (available at www.hcd.com/need-medical-supplies/hcd-terms-of-use/) or other HCD policies; (iv)

improving the quality of the Site, (v) fulfilling any request you make; (vi) communicating with you; (vii) connecting you with and providing you with information about our Services; (viii) providing you with Site content, including, without limitation, generating recommendations, and processing your preferences and requests; (ix) analyzing, customizing, and personalizing the Site, including through the delivery of tailored content and communications; and (x) otherwise as directed by you or provided for herein. Except where prohibited by law, and only to the extent permitted by HCD's agreements with applicable business partners of HCD with whom we partner to provide you the Services ("HCD Partners"), we may also use your Information in connection with any other services we make available to you.

Additional Information Regarding Use of Information for Communications with You

If you choose to tell a friend about our Service through our Site, we will ask you for your friend's name and email address. We will automatically send your friend a one-time email inviting him or her to visit the site.

HCD, HCD Partners, and any third-party vendors acting on HCD's behalf, may also use your Information to communicate with you (including, without limitation, via email and/or mobile push notifications) about the Site and/or our Services (and related features and functionality) or those of any HCD Partner that is providing services to you. Our communications to you will include, without limitation, contacting you by SMS text message or at the email address(es) that you use to register for our Site to communicate with you regarding the Site and actions that you take in connection with the Site.

Your Choices Regarding Our Communications with You

In accordance with applicable law, we will offer you the opportunity to opt out of certain communications, such as, for example, communications that deal with any of our products or services you are not using but that we think might be of interest to you. Where applicable, you can opt out by emailing us at customerservice@HCD.com. However, even if you opt out of such communications, you may continue to receive other transactional, relationship, and/or administrative communications from or through HCD that are important or related to your HCD account or the products and services you are using (such as, for example, a notice that there has been a change in one of your services or a change to this Privacy Policy). Please also note that you, not HCD, have control over certain settings for how communications such as emails and push notifications are displayed on your devices, and the settings you select will affect how HCD's communications are displayed.

Creation and Use of Combined Data, De-Identified Data, and Aggregated Data

As permitted by law and by HCD's agreements with applicable HCD Partners, HCD, and any third-party vendors acting on HCD's behalf, may aggregate and/or de-identify your Information and/or combine your Information with other information maintained or available to HCD and use or disclose such information as follows:

We may use aggregated or combined data to communicate with you about the Site and/or our products and services and disclose such aggregated or combined data to HCD Partners in connection with providing the Site.

We may also use and disclose de-identified data, de-identified aggregated data, and/or de-identified combined data for any business purpose, which may include, without limitation, improving our products and services, conducting analytics such as evaluating our Site and developing additional benefits, programs, and services, and disclosing to HCD Partners for analytics purposes.

Disclosure of Information

We may share your Information in the following circumstances:

- Disclosures to Service Providers and HCD Partners

HCD, and third party vendors acting on our behalf, may disclose your Information to HCD Partners, third-party service providers, or vendors acting on our behalf for the purpose of providing the Site and related services to you or other Users, including, without limitation, registering you to use the Site (e.g., authenticating your identity), logging you into the Site, providing you with information you have requested through the Site or related services, and connecting you with resources and other services (e.g., transportation or meal services). For example, we may provide your [insert type of Information] to [insert example of HCD Partner], for purposes of [insert purpose related to HCD Partner]. Third-party service providers or vendors acting on our behalf are authorized to use your Information only in connection with providing these services to us or as required by law. For example, we may store your information with a cloud storage service provider, such as Amazon Web Services or similar company.

- Additional Disclosures with Your Consent

With your consent outside of this Privacy Policy, we may share your Information with third parties or allow them to collect information from the Site in some ways not specifically described in this Privacy Policy.

- Safety, Security and Compliance with Law

Your Information and the contents of your communications through the Site may be disclosed to third parties as required by law, such as to comply with a subpoena or similar legal process, or when we reasonably believe disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, report improper or unlawful activity, or respond to a government request.

- Subsidiaries and Affiliated Companies

Except where prohibited by law or precluded by contract, we may share your Information with any subsidiaries or other affiliated companies under the control of, or under common control with, HCD for the purposes set out in this Privacy Policy.

- Sale, Merger or Similar Transaction

We may share your Information in connection with any proposed or actual merger, reorganization, a sale of some or all our assets, a financing or acquisition of all or a portion of our business by another company, or to a receiver, trustee or successor in interest in bankruptcy, in which case such company may continue to process your Information as set forth in this Privacy Policy (except where prohibited by law) or otherwise with your consent.

We Do Not Control the Privacy Policies of Third Parties

Our Site may contain links that enable you to visit or use other third-party websites, resources or programs. However, we do not have control over the other websites, resources, or programs that you choose to visit, so this Privacy Policy does not apply to information collected or that you provide while visiting such other websites, resources, or programs. You should refer to the privacy policies, if any, applicable to the other websites, resources, or programs.

Data Security and Integrity

The security of your Information is important to us. We follow security standards to protect the Information submitted to us from loss, interference, misuse, unauthorized access, disclosure, alteration or destruction, both during transmission and once we receive it. These safeguards vary based on the sensitivity of the Information that we collect, process and store and the current state of technology. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security. We also maintain procedures to help ensure that such data is reliable for its intended use and is accurate, complete and current. If you have any questions about data security and integrity on our Site, you can contact us at customerservice@HCD.com.

Be Sure to Log Off When Using Public or Third-Party Computers

As described above, we use Tracking Technologies that automatically log you back into your account with us unless you affirmatively log out of your account prior to your session ending (whether you end your session or we end your session, for example if our Site has “timed out” – i.e. we have ended your session automatically after a period of inactivity as determined by us in our sole discretion). If you log into the Site using a public computer or device, or a computer or device of that belongs to or is shared with another person, you should affirmatively log out of your account. Otherwise, the next user of that computer or device may be able to access your account and your Information in your account if your session has not ended.

Your Use of Persistent Login

We recommend that you log-out after use of the application, if you are concerned about the unauthorized use or disclosure of Information via persistent login.

Managing and Updating Information

To access, review, update and/or delete certain Information, you may contact us at customerservice@HCD.com, and you may update and/or delete certain Information by logging into the Site and updating your account. We will respond to your request within a reasonable and lawful timeframe under the circumstances of your request. Please remember, however, if we have already disclosed some of this Information to third parties, we cannot access that Information any longer and cannot force the deletion or modification of any such Information by the parties to whom we have made those disclosures. Additionally, if you modify certain Information on our Site that we received from a third party, we reserve the right, but are not obligated, to share the updated information back to that third party. As a result, you will need to provide updated information to those third parties if you want to be sure they have your updates.

Certain Information is necessary in order for us to provide the Site and our related Services; therefore, if you delete such necessary Information you will not be able to use the Site or receive our Services. If you wish to have your account deactivated, you may contact us at customerservice@HCD.com. After we receive your request, within a reasonable timeframe under the circumstances of your request, we will deactivate your account; provided, however, that: 1) HCD (and our third-party vendors acting on our behalf), our HCD Partners, and any other applicable third parties may continue to use and share for any purpose de-identified data and aggregated or combined data developed using your Information that has been de-identified and 2) HCD may continue to use Information in your deactivated account for compliance with applicable regulations. Also, please note that even though you may deactivate your account or request the deletion of your Information, we may be required (by law or otherwise, such as to prevent fraud, resolve disputes, or troubleshoot problems) to retain this information, in which case we will comply with your deletion request only after we have fulfilled such requirements. We may also keep a copy of your Information to protect our legal rights, such as in connection with your use of the Site or your agreement to our Terms of Service, as permitted or required by applicable law.

California Do-Not-Track Disclosure Requirements (for California Users)

We are committed to providing you with meaningful choices about the information collected on our Site for third-party purposes. However, we do not recognize or respond to browser-initiated Do Not Track signals, as the Internet industry is currently still working on Do Not Track standards, implementations, and solutions.

Your California Privacy Rights (for California Users)

California law permits customers of HCD who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please write us:

Home Care Delivered, Inc.
11013 W Broad St.
Glen Allen, VA 23060

email: customerservice@HCD.com.

We will provide a list of the categories of personal information, if any, disclosed to third parties during the immediately preceding calendar year for third-party direct marketing purposes, along with the names and addresses of these third parties. This request may be made no more than once per calendar year. We reserve our right not to respond to requests submitted other than to the email or postal address specified above. You should put "California Privacy Rights" in the subject line and in your request. You must provide us with specific information regarding yourself so that we can accurately respond to the request.

Children; Special California Notice

The Site and Services are not directed to children under the age of 18, and children under the age of 18 years of age are not eligible to use them. Protecting the privacy of children is very important to us. Through the Site and Services, we do not collect Information from people we actually know are under 18 years of age, and no part of the Site or Services is designed to attract people under 18 years of age. If we later learn that an individual has provided us with their information through the Site or Services and they are under 18 years of age, we will take steps to remove that User's Information from our databases and to prevent the User from utilizing the Site or Services.

If you are a California resident under the age of 18 and are a registered User of our Site, you may request that we remove from our Site any content you post to our Site that can be accessed by any other User (whether registered or not). Please note that any content that is removed from our Site may still remain on our servers and in our systems. To request removal of content under this provision, please send an email to customerservice@HCD.com and provide us with a description of the content and the location of the content on our Site, and any other information we may require in order to consider your request. Please note that removal of content under this provision does not ensure complete or comprehensive removal of the content or information posted on the Site by you.

HIPAA and Equivalent State Laws

You acknowledge that the Health Insurance Portability and Accountability Act ("HIPAA") and equivalent state health information privacy laws may apply to certain health-related User Content.

Retention of Personal Data

Personal data will be retained only for so long as reasonably necessary for the purposes set out in this Privacy Policy, considering criteria such as applicable rules on statute of limitations and at least the

duration of your use of our Site and Services. Information may persist in copies made for backup and business continuity purposes for additional time.

Modifications to this Privacy Policy

From time to time, we may update this Privacy Policy to reflect changes to our information practices. If we make changes to this Privacy Policy, they will be reflected in an updated Privacy Policy that will be posted on the Site, and all changes will be effective upon such posting or upon any later date specified by us in writing. We encourage you to periodically review this page for the latest information on our privacy practices. You can determine when this Privacy Policy was last revised by referring to the “Effective Date” legend at the top of this Privacy Policy. By continuing to use the Site or any services following the effective date of any updated Privacy Policy, you are agreeing to be bound by the terms and conditions of such updated Privacy Policy.

HCD.com Privacy Policy Dated: 01/19/23