

REBEL & THRIVE DIRECT PRIMARY CARE PRIVACY POLICY

Effective Date: January 1, 2025

Introduction

Rebel & Thrive Direct Primary Care (“Rebel & Thrive”) is committed to ensuring your privacy is protected. This Privacy Policy (“Policy”) describes how Rebel & Thrive collects, uses, shares, and protects information from and about you, along with choices you can make about such information, when you visit our website, <https://www.rebelandthrive.com/> (“Website”). It also contains other important privacy disclosures, such as how we may update the Policy and how you can contact us.

Information We Collect

We collect information to help our efforts in advancing the health and general well-being of our patients, which can range from the contact information you provide us so that we can communicate with you to basic analytical data that explains which pages are most viewed on our Website. When you visit our Website, we may collect the following categories of information:

- **Identification information** that can be used to recognize you, such as your name, alias, home or work address, phone number, email address, signatures, or other identifiers. We may collect credit or debit card, bank account, or other transaction-related information collected from you when requesting a service. We may also collect online identifiers such as your IP address or your domain name when you visit our Website. We also may collect device data such as your computer or mobile device operating system type and version number, manufacturer, and model.
- **Protected class information under state or federal laws** such as age, gender, and family status.
- **Online activities information** such as browsing history, search history, log-in details, information that you store in your account, security information you use to create an account on our Website, and other information generated when you interact with our Website.
- **Location information** such as your IP address to identify the general geographic area from which you remotely access our Website.
- **Information you give us** such as information that you provide through our contact form or when you sign up for regular communications.
- **Inferences** regarding your preferences, interests, and other characteristics.
- **Other sources** such as publicly available databases, joint marketing partners, or other partners, when they share the information with us.
- **With your consent**, we may collect information about you and your use of the Website. You may choose not to provide us with certain types of information, but doing so may affect the quality of your experience accessing the Website and your use of our events and services.

How We Use Your Information

We use your information in the ways described below:

- **To respond to you and provide you with any services you request**, such as communicating with you by email, or delivering an electronic copy of your billing history.
- **To improve our business and services**, such as improving our Website or developing new ways to browse the services we provide.
- **To identify and assess Website trends and user interests**, such as recommending events or services that may interest you, identifying the IP addresses or devices you use to interact with us so that we can continuously improve the content we provide, and identifying your interests based on your interactions with us and information we have received from third parties or publicly available sources.
- **For our marketing**, such as sending you communications about services via regular mail, email, or phone, or sending you regular communications and other information you have requested.
- **Detecting, preventing, investigating, and addressing** fraud, unlawful or criminal activity; violations of our policies; security or technical issues; or unauthorized access to or use of information, websites, or data systems.
- **Meeting legal obligations** including statutory reporting purposes; responding to subpoenas, court orders, or other legal process; enforcing our agreements; and protecting the rights or property of Rebel & Thrive or others.
- **For other purposes based on your consent.**

De-identified and aggregate information. We also may de-identify and/or aggregate information to create aggregate or de-identified data sets and reports in order to assess, improve, and develop our events and services; and for other research and analytics purposes.

How We Share Your Information

We may share your information for our own purposes and as legally required or permitted by law. Please see below for examples of circumstances in which we share information:

- **With third parties who perform services on our behalf** such as data analysis, website hosting, content syndication, social media integration, marketing, information technology and related infrastructure, and billing services. These entities may have access to your information if needed to perform their functions. If such access is required, the third parties will be obligated to maintain the security of that information. They are restricted from using, selling, distributing or altering this data in any way other than to provide the requested services to Rebel & Thrive.
- **For research and analytical purposes** such as to evaluate and improve our communications and services.
- **In the event of a change in business control** (for instance, a corporate reorganization), Rebel & Thrive may transfer or assign your information to the new party in control or the party acquiring our assets. In such circumstances, we would seek to ensure the new party

follows the practices described in this Policy. We cannot promise, however, that the new party will have the same privacy practices or treat your information the same as described in this Policy.

- **To professional advisors**, such as lawyers, bankers, auditors, and insurers, where necessary in the course of the professional services that they render to us.
- **Law enforcement, legal process, and emergency situations.** In some cases, we may use or disclose your information to a third party if we are required to do so by law or if we in good faith believe that such action is necessary to comply with the law or legal process; to protect, enforce, and defend against activities that may threaten the security, integrity, or availability of our or another party's events or services; or to protect, enforce, or defend the legal rights, privacy, safety, or property of Rebel & Thrive, its officers, directors, volunteers, employees, agents, subsidiaries, or affiliates.
- **De-identified or aggregate information.** We also may share other information with third parties in a manner that does not identify your information. For instance, we may share such information to assess, improve, and develop our services, and for other research and analytics purposes. We also may share aggregate information with our partners and other third parties about the collective demographics or Website users or how they collectively use our events and services.
- **With your consent or at your direction.** In addition to the sharing described in this Policy, we may share your information with third parties whenever you consent to or direct such sharing.

How We Protect Information

We strive to maintain reasonable administrative, technical, and physical safeguards designed and intended to protect your information against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure, or use. Despite these safeguards, due to inherent uncertainty in the use of the internet and information systems and the potential for unlawful attacks by third parties, we cannot guarantee that the use of our systems or Website will be completely safe or secure.

We retain information for as long as it is needed or useful to provide and improve our events and services, comply with our legal obligations, resolve disputes, and enforce our agreements.

Managing Your Marketing Preferences

You will have the opportunity to receive future mailings or promotional offers or consent to the use of your information for other purposes by clicking one or more "opt-in" boxes provided on the Website. If you do not wish to receive future mailings or consent to the use of your information for other purposes, please send your request to "opt-out" via regular U.S. Mail to Rebel & Thrive Direct Primary Care Attn: Dr. Leila Javidi, 1121 Worthington Woods Blvd #6008, Columbus Ohio 43085 or email with return receipt requested at rebelandthrivedpc@gmail.com.

Cookies

Cookies are small text files that are stored in your device's browser when you visit a website. Cookies make it possible to recognize you as the same user across one or more browsing sessions,

and across one or more websites. Rebel & Thrive may use cookies for a variety of purposes, such as customizing your experience using the Website, including by determining the most relevant content to show you; and allowing us to monitor site traffic and performance so that we may improve the Website.

For more information about cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit www.allaboutcookies.org.

Links to Other Websites

Our Website may contain links to third party websites. If you click on one of those links, you will be taken to websites we do not control. This Policy does not apply to the information practices of those websites. You should read the privacy policies of other websites carefully. We are not responsible or liable for third party websites.

Embedded Content

Pages on our Website may include embedded content such as YouTube videos or Instagram timelines. Embedded content from other websites behaves in the exact same way as if you visited the other website. These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

Do Not Track

Do Not Track is a privacy preference that users can set in their web browsers. When a user turns on the Do Not Track signal, the browser sends a message to websites requesting them not to track the user. Our Website does not currently respond to “Do Not Track” or similar signals. For information about Do Not Track, visit www.allaboutdnt.org.

Children’s Privacy

Rebel & Thrive recognizes the importance of children’s safety and privacy. Our Website is not intended for use by children under the age of 18. We do not request, or knowingly collect, any information from children under the age of 18. If you are the parent or guardian of a child under 18 who has provided her or his information to us and would like this information deleted, please contact us via regular U.S. Mail to Rebel & Thrive Direct Primary Care, Attn: Dr. Leila Javidi, 1121 Worthington Woods Blvd #6008, Columbus, Ohio 43085 or email with return receipt requested at rebelandthrivedpc@gmail.com.

International Transfers of Personal Information

Rebel & Thrive is based in the United States, and we may have service providers in the United States and potentially other countries. Your personal information may be collected, used, stored, and transferred in these countries. Privacy laws in the locations where we handle your personal data may or may not be as protective as the privacy laws in the United States. By providing your

personal information, where applicable law permits, you hereby specifically and expressly consent to such transfer and processing and the collection, use, and disclosure set forth herein.

Changes to this Policy

We have the right to change this Policy and to apply the changes to all information received and maintained by Rebel & Thrive. If we make a material change to this Policy, a revised version of this Policy will be preceded by a notice at least ten (10) days prior to the effective date of such change.

How to Contact Us

If you have any questions about our Website, our events or services, or our privacy policies and practices, please contact us via regular U.S. Mail to Rebel & Thrive Direct Primary Care, Attn: Dr. Leila Javidi, 1121 Worthington Woods Blvd #6008, Columbus Ohio 43085 or email with return receipt requested at rebelandthrivedpc@gmail.com.