

Introduction

At Serra Diabetics LLC dba Serra Diabetics ("Serra Diabetics") we are dedicated to safeguarding the privacy and security of your personal information. This Privacy Policy explains how we collect, use, disclose, and protect the information you provide to us through our digital platforms, including websites, applications, SMS communications, and email services. This policy applies exclusively to information collected through the platforms on which it is posted and does not govern information obtained through other channels, nor medical or health-related information governed under our Notice of Privacy Practices, maintained in accordance with the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

Information We Collect

We collect personal information directly from you when you interact with our platforms, such as but not limited to placing orders, creating accounts, requesting services, signing up for updates, communicating with us, or through third parties like business partners, service providers, or medical care providers. This may include your name, address, telephone number, email address, payment or insurance information or other necessary information.

Use of Personal Information

Your information is used to provide and improve the services you request, process and fulfill orders, communicate with you about your account and deliveries, provide customer support and respond to inquiries. We may combine your information with third-party data to better understand your needs and preferences. Communications may be delivered by phone, email, or SMS consistent with your preferences and any required consent.

SMS Communications and Consent

By providing your phone number and consenting to receive SMS communications from Serra Diabetics you agree and acknowledge that Serra Diabetics may send text messages to your wireless phone number related to medical equipment delivery, healthcare services, prescription deliveries and reminders, billing and account updates, or other service notifications. Messages are sent only with your prior consent, and your phone number will never be sold, shared, or used for third-party marketing or affiliates for marketing purposes. Standard message and data rates may apply, and message frequency may vary; company-wide message frequency ranges from 5 to 1000 messages daily. You may opt out anytime by replying "STOP," re-enroll by replying "START," and request assistance by replying "HELP" or contacting support. All data collected via SMS is handled in accordance with this Privacy Policy.

If you have consented to receive text messages from Serra Diabetics, you may receive text messages related to healthcare equipment, healthcare services and prescription deliveries. Below is an example:

Good morning Anthony, This is Serra Diabetics, we wanted to give you a courtesy reminder of your scheduled prescription delivery tomorrow at 11am EST. Please give us a call at 1-914-485-1101 or reply to this message with any questions or concerns.

Disclosure of Information

We do not sell or rent your personal information to third parties for marketing. Your data may be shared with affiliates, service providers, and trusted partners who perform necessary functions on our behalf such as payment processing, logistics, product delivery, or customer support, under strict confidentiality agreements. We also disclose information as required by law, court orders, regulatory requests, or to protect our legal rights, investigate fraud or misuse, or during business transactions such as mergers or asset sales.

Security of Information and Data Breach Notification

We implement commercially reasonable administrative, technical, and physical safeguards that are compliant with industry standards to protect your data from unauthorized access, alteration, disclosure, or destruction. Despite our efforts, no internet or electronic storage method is 100% secure. In the unlikely event of a data breach affecting your information, we will notify you and affected individuals within 60 days of discovery, including details of the breach and recommended actions.

Retention and Storage of Information

We retain your personal information only as long as necessary to fulfill the purposes described in this Privacy Policy or as required by law. Your data may be stored on servers located in the United States or other jurisdictions where we or our

service providers operate. If you access our services from outside the United States, you acknowledge and agree that your data may be transferred to and processed in the United States, which may have different data protection standards than your home country.

Cookies, Tracking Technologies, and Online Behavioral Advertising

Our websites use cookies and similar technologies to improve your experience, monitor performance, and enable features. You can manage or disable cookies through your browser settings, though this may limit functionality. Some third parties may collect information about your browsing across multiple websites for online behavioral advertising purposes. Where required, we adhere to self-regulatory principles for interest-based advertising and honor Do Not Track signals sent by your browser. Any and all marketing efforts remains in compliance with all CMS marketing standards. You may opt out of such advertising by visiting industry opt-out websites such as the Network Advertising Initiative (www.networkadvertising.org/managing/opt_out.asp).

Children's Privacy

Our platforms are intended for individuals aged 13 and older. We do not knowingly collect personal information from children under 13 without verifiable parental consent, in compliance with the Children's Online Privacy Protection Act (COPPA). If you believe a child has submitted information without consent, please contact us promptly so we may take appropriate action. Parents and guardians are encouraged to monitor their children's online activity and learn more about protecting their privacy.

Links to Third-Party Sites

Our platforms may contain links to third-party websites or services that are not controlled by Serra Diabetics. We are not responsible for their content or privacy practices. We encourage you to review their privacy policies before sharing personal information.

Your Rights and Choices

You have the right to manage your communication preferences, including opting out of marketing communications, by following unsubscribe instructions or contacting us directly. You may access, update, or request deletion of your personal information, subject to legal and operational requirements. For questions related to your rights under the Health Insurance Portability and Accountability Act of 1996 (HIPAA) or other applicable laws, please consult our Notice of Privacy Practices.

Use and Disclosure of Protected Health Information (PHI)

In accordance with HIPAA, we use and disclose your Protected Health Information to provide treatment, process payments, conduct healthcare operations, and provide health-related benefits or services. We may share PHI with family members or caregivers involved in your care unless you object, with business associates under confidentiality agreements, and as required by law. For more information, please review our Notice of Privacy Practices.

Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices, technologies, or legal requirements. Material changes will be communicated as required by law and posted on our website with an updated effective date. Continued use of our services after changes constitutes acceptance of the updated policy. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your privacy.

Contact Information

If you have questions, concerns, or requests related to this Privacy Policy, please contact us at regulatory@serradiabetics.com. You may also write to us at 293 Route 100, Somers, NY 10589 or call us at 1-914-485-1101. We are committed to protecting your privacy and addressing your concerns promptly.