



Your health, connected.

Privacy Policy & Terms of Use

Effective date: August 25, 2026

Last updated: August 25, 2026

Operator: VitaLink

Privacy contact: vitalinkhealthapp@gmail.com

Privacy Policy

VitaLink ("VitaLink," "we," "us," or "our") provides a health-management platform that helps individuals record and review health information, manage medications and reminders, share selected information with providers and caregivers, and use related health-support features. This Privacy Policy explains the information we collect, how we use and disclose it, the choices available to you, and how to contact us.

1. Scope

This Privacy Policy applies to the VitaLink mobile application, web application, related websites, and services that link to this Policy. It does not replace a healthcare provider's own Notice of Privacy Practices or privacy policy.

Health privacy laws may apply differently depending on how VitaLink is offered and the relationship between VitaLink, a healthcare organization, and the individual. When VitaLink handles protected health information on behalf of a HIPAA-covered entity or business associate, applicable HIPAA requirements and contractual obligations may also apply. In other circumstances, other federal or state consumer-health privacy laws may apply.

2. Information We Collect

Depending on how you use VitaLink, we may collect the following categories of information:

- Account and profile information, such as name, preferred name, email address, phone number, date of birth, language, time zone, profile image, and VitaLink patient identifier.
- Health and wellness information, such as blood pressure, blood glucose, heart rate, oxygen saturation, symptoms, symptom severity and notes, medical history, allergies, surgeries, family history, medications, schedules, medication-taking history, refill information, and health-alert preferences.
- Connected-device information, such as measurements transmitted from supported blood-pressure monitors, glucose meters, pulse oximeters, thermometers, or other devices when a connection is enabled.
- Care relationships and sharing choices, such as provider connections, caregiver invitations, caregiver relationship descriptions, and the categories of health information a patient chooses to share.
- Provider application and professional information, such as professional email, organization, professional role, specialty, license state, license number, and NPI when submitted.
- Notifications and preference information, such as language preferences, medication reminders, notification preferences, and which health metrics you choose to display on your Home dashboard.
- Technical and usage information, such as IP address, device/browser type, operating system, app version, authentication/session events, security logs, crash information, and interactions with the service.
- Support and communications information that you choose to provide when contacting VitaLink.

3. How We Use Information

We may use information to:

- Provide, operate, personalize, and maintain VitaLink.
- Display health trends, medication schedules, health history, reminders, reports, and user-selected dashboard content.
- Enable a patient to share authorized information with connected providers and caregivers.
- Process provider applications and maintain provider or caregiver access when authorized.
- Provide health-assistant features, including generating or organizing informational summaries based on information the user submits.

- Send transactional, safety, reminder, and service-related notifications based on user settings.
- Authenticate users, detect fraud or misuse, protect accounts, investigate incidents, and maintain the security and integrity of the service.
- Troubleshoot, improve accessibility and performance, develop new features, and understand how the service is used.
- Comply with legal obligations and enforce our agreements.

4. Health Assistant and Automated Features

VitaLink may use automated or AI-assisted features to help organize user-entered information, surface patterns, or provide informational guidance. These features are not a substitute for a licensed healthcare professional, diagnosis, treatment, or emergency services. Do not rely on VitaLink for emergency care. If you believe you are experiencing a medical emergency, call 911 or your local emergency number.

5. How We Disclose Information

We may disclose information in the following circumstances:

- At your direction. For example, when you connect with a provider or accept/invite a caregiver, we may make the categories of information you authorize available to that person.
- To service providers that help us host, secure, authenticate, deliver notifications, support, or otherwise operate VitaLink, subject to appropriate contractual restrictions where required.
- To healthcare organizations or professionals when VitaLink is being used as part of their services and the disclosure is authorized or otherwise permitted by law.
- For legal, safety, and security reasons when reasonably necessary to comply with law, respond to lawful process, protect rights or safety, or investigate fraud, abuse, or security incidents.
- In connection with a merger, financing, acquisition, reorganization, bankruptcy, or sale of assets, subject to applicable law.

Draft assumption to confirm before publication: VitaLink does not sell personal health information and does not use personal health information for cross-context behavioral advertising or targeted advertising.

6. Patient-Controlled Sharing

Patients control certain sharing relationships in VitaLink. A patient may connect with a provider and may invite caregivers to view selected categories of information. Caregiver access is limited to the categories the patient has shared. Dashboard-display preferences only affect what the patient sees on the Home dashboard; they do not delete health readings, stop collection, change provider access, change caregiver permissions, or change alert rules.

7. Data Retention

We retain personal information for as long as reasonably necessary to provide the service, maintain records, comply with legal obligations, resolve disputes, enforce agreements, protect security, and support continuity of care or user-directed sharing where applicable. Retention periods may vary by data type, legal requirement, and whether the information is maintained on behalf of a healthcare organization.

8. Security

We use administrative, technical, and organizational safeguards designed to protect information against unauthorized access, use, alteration, or disclosure. No system can guarantee absolute security. Users are

responsible for protecting their passwords and devices and for promptly notifying us of suspected unauthorized access.

9. Data Breach Notifications

If a breach or unauthorized disclosure triggers notification obligations under applicable law, VitaLink will provide required notices to affected individuals, regulators, healthcare organizations, or other parties within the time and manner required by law.

10. Your Privacy Rights and Choices

Depending on your location and the laws that apply, you may have rights to access, know, correct, delete, obtain a copy of, or restrict certain uses or disclosures of your personal information; withdraw certain consents; appeal a privacy-rights decision; or opt out of certain sale, sharing, or targeted-advertising activities.

To submit a privacy request, contact [privacy@yourdomain.com]. We may need to verify your identity before completing a request. We will not discriminate against you for exercising a privacy right. Certain requests may be limited by legal, security, record-retention, or healthcare obligations.

11. California Privacy Notice

If the California Consumer Privacy Act, as amended (CCPA), applies to VitaLink, California residents may have rights to know, access, delete, correct, opt out of sale or sharing, limit certain uses or disclosures of sensitive personal information, and receive non-discriminatory treatment. Health information may be considered sensitive personal information, although certain medical information may be exempt when governed by other health-privacy laws.

Draft assumption to confirm before publication: VitaLink does not sell personal information or share it for cross-context behavioral advertising. If that practice changes, the policy and user controls must be updated before the change is implemented.

12. Consumer Health Data

Certain states regulate consumer health data even when HIPAA does not apply. Where such laws apply, VitaLink will provide any required supplemental notices, consents, access/deletion rights, authorization requirements for sale, geofencing restrictions, and appeal processes. A separate Consumer Health Data Privacy Notice may be required before nationwide launch.

13. Children and Minors

VitaLink is not intended for children under 13 to create and manage an account independently unless the service specifically supports that use and the required parental or guardian consent or other lawful authorization has been obtained. Where VitaLink supports a minor's health information through a parent, guardian, or healthcare organization, access and privacy rights may depend on applicable law.

14. International Users

VitaLink is currently drafted for U.S.-based use. If the service is offered in other countries, additional privacy notices, legal bases, cross-border transfer terms, and user rights may be required before launch in those jurisdictions.

15. Changes to This Policy

We may update this Privacy Policy from time to time. We will post the updated version with a new "Last updated" date and provide additional notice when required by law.

16. Contact Us

Privacy questions or requests:

VitaLink

vitalinkhealthapp@gmail.com

Terms of Use

These Terms of Use ("Terms") govern your access to and use of VitaLink. By creating an account, selecting Continue, or otherwise using the service, you agree to these Terms. If you do not agree, do not use VitaLink.

1. Eligibility and Accounts

You must provide accurate information, keep your credentials confidential, and use VitaLink only as permitted by law. You are responsible for activity conducted through your account unless unauthorized activity results from VitaLink's failure to use reasonable security measures.

2. Patient, Provider, and Caregiver Access

VitaLink supports different experiences for patients, providers, and caregivers. Access to provider functionality may require verification and approval. Caregiver access depends on a valid patient invitation and the patient's sharing permissions. You may not misrepresent your identity, professional credentials, relationship to a patient, or authority to access health information.

3. No Medical Advice; Emergency Disclaimer

VitaLink is a health-management and information tool. It is not a substitute for professional medical judgment, diagnosis, or treatment. Information, alerts, ranges, summaries, trends, reminders, or automated/AI-assisted outputs may be incomplete, delayed, or inaccurate and should not be used as the sole basis for medical decisions.

VitaLink is not an emergency service and is not designed to monitor users continuously. If you may be experiencing a medical emergency, call 911 or your local emergency number immediately.

4. Health Data and User Responsibility

Users are responsible for entering accurate information and reviewing data for errors. Device measurements may be affected by device quality, placement, calibration, connectivity, or user technique. Providers remain responsible for their independent clinical judgment and for complying with professional, licensing, documentation, and patient-care obligations.

5. Reminders, Alerts, and Notifications

Medication reminders, health alerts, thresholds, push notifications, and similar features are convenience tools. Delivery is not guaranteed and may be affected by device settings, internet access, operating-system restrictions, service interruptions, or configuration choices. Do not rely on VitaLink as the only method for remembering medication or responding to urgent health needs.

6. Reports and Exports

VitaLink may allow users or authorized providers to create reports or export health information. Reports reflect the information available to VitaLink at the time they are generated and may not constitute a complete medical record.

7. Acceptable Use

You may not:

- Access another person's account or health information without authorization.
- Use false credentials, impersonate a healthcare professional, or falsify provider information.

- Interfere with the service, attempt unauthorized access, probe security controls, introduce malicious code, or misuse APIs.
- Use VitaLink to violate privacy, healthcare, intellectual-property, export, sanctions, or other applicable laws.
- Use automated means to extract data except through an authorized VitaLink feature or written agreement.

8. Intellectual Property

VitaLink and its software, branding, design, content, and technology are owned by or licensed to [Company Legal Name] and are protected by applicable law. Subject to these Terms, we grant you a limited, revocable, non-transferable right to use VitaLink for its intended purpose.

9. User Content and Permissions

You retain rights you have in information you submit. You authorize VitaLink to host, process, transmit, display, and otherwise use that information as reasonably necessary to provide the service, carry out your sharing choices, maintain security, and comply with law.

10. Third-Party Services and Devices

VitaLink may interoperate with third-party devices, hosting platforms, authentication services, notification services, healthcare systems, or other services. Third-party products may have separate terms and privacy practices. VitaLink is not responsible for a third party's independent acts or omissions.

11. Availability and Changes

We may maintain, improve, suspend, or discontinue features when reasonably necessary. We do not guarantee uninterrupted availability. Where practical and required, we will provide notice of material changes affecting users.

12. Suspension or Termination

We may suspend or terminate access for material violations of these Terms, fraud, security risk, legal requirements, or misuse of health information. Account closure does not necessarily require immediate deletion of information that must be retained by law, contract, security need, or healthcare-record obligations.

13. Disclaimers

TO THE MAXIMUM EXTENT PERMITTED BY LAW, VITALINK IS PROVIDED "AS IS" AND "AS AVAILABLE." WE DISCLAIM WARRANTIES NOT EXPRESSLY PROVIDED IN WRITING, INCLUDING IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. Nothing in these Terms excludes warranties or rights that cannot legally be excluded.

14. Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY LAW, [COMPANY LEGAL NAME] AND ITS AFFILIATES WILL NOT BE LIABLE FOR INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, EXEMPLARY, OR PUNITIVE DAMAGES, OR FOR LOSS OF DATA, PROFITS, OR BUSINESS, ARISING FROM USE OF VITALINK. Any liability cap and state-specific exceptions should be finalized by legal counsel before publication.

15. Indemnity

To the extent permitted by law, you agree to indemnify and hold harmless [Company Legal Name] from claims arising from your unlawful misuse of VitaLink, unauthorized access to another person's information, or material violation of these Terms. This provision should be reviewed for applicable state-law limitations.

16. Governing Law and Dispute Terms

Governing law, venue, arbitration (if any), class-action waiver (if any), and any healthcare-organization-specific dispute provisions must be completed by legal counsel before publication. Draft placeholder: [State governing law and dispute-resolution terms].

17. Changes to These Terms

We may update these Terms from time to time. If a change is material, we will provide notice as required by law. Continued use after the effective date of updated Terms constitutes acceptance where permitted by law.