**Privacy Policy**

Protecting your personal information is our priority.

This Privacy Policy describes how Give Back Enterprises LLC (“GivebackRx”) collects, uses, or discloses personal information we receive through the givebackRx website ([www.givebackRx.com](http://www.givebackRx.com)) and any related mobile applications and other services we provide (collectively, the “Services”). This policy also describes your choices about the collection and use of your information.

Please read the Privacy Policy carefully before you start to use our Services. By using the Services, you agree to be bound and abide by our posted Terms of Service (“Terms”) and Privacy Policy. If you do not agree to both the Terms and our Privacy Policy, or if you violate them in any way, your right to access or use the Services is terminated.*Please see Sections 11-14 of our Terms regarding restrictions on your legal rights in any dispute involving our Services.*

If you are using our Services in a manner covered by the Health Insurance Portability and Accountability Act (“HIPAA”), please refer to our HIPAA Notice of Privacy Practices, which describes how we use and disclose your protected health information (“PHI”), our legal duties with respect to your PHI, your rights with respect to your PHI and how you may exercise them. In the event of any conflict between this Privacy Policy and our HIPAA Notice of Privacy Practices in connection with HIPAA-covered services, our HIPAA Notice of Privacy Practices will prevail. Consistent with HIPAA, we may at times request your consent to use your PHI for certain purposes.

1. How We Collect Information

We may collect information about you by various means, including:

* Directly from you;
* Through our websites, mobile apps, and other connected devices and services;
* From our partners when you use drug coupons and discount cards provided by our Services;
* By combining information from different sources, including online and offline data; and
* From other sources and social media platforms that you may use to engage with us.

1. Types of Information We Collect

In order to better provide you with our Services, givebackRx may collect the following categories of information:

* *Profile and subscription information*, such as your name, phone number, mailing address, e-mail address, your selected charity for donations, medications you designate as a favorite, and usage and subscription preferences (which may include signing up to some of our Services or other communications from us or selected third parties) and payment information if you pay for a higher tier membership with the Services;
* *Transactional information*, including drug coupons you have selected and/or used with pharmacies, and transaction data from your pharmacy purchases related to the Services including your name, phone number, mailing address and prescription information (e.g., drug, dosage, price and other related information);
* *Survey information* in response to questions we may send you through the Services, including for research purposes and possibly in connection with a contest or promotion;
* *Communications* between you and us, such as via e-mail or other electronic channels; and
* *Online User Activity* described in the next section.

If you provide us with contact information regarding another individual, such as for your referrals, you represent that you have that person’s consent to give us that information and to permit us to use the information in accordance with this Privacy Policy, such as to contact that individual.

1. Cookies and Information Collected by Other Automated Means

Cookies are a commonly-used web technology that allow websites to store and retrieve certain information on a user’s system, and track users’ online activities. We, our service providers, and our business partners may collect information about your use of our websites and mobile apps by such automated means, including but not limited to cookies, pixels, SDKs and other similar technologies.

Cookies and similar technologies can help us automatically identify you when you return to our website or app. Cookies help us review website traffic patterns and improve the website, determine what Services are popular. We can also use such information to deliver customized content and advertising to users of the Services whose behavior indicates that they are interested in a particular subject area.

When you use the website or app, the information we may collect by automated means includes, for example:

* *Usage Details* about your interaction with our Services (such as the date, time, and length of visits, and specific pages or content accessed during the visits, search terms, frequency of the visits, referring website addresses, and drug coupons selected or printed);
* *Device Information* including the IP address and other details of a device that you use to connect with our Services (such as device type and unique device identifier, operating system, browser type, mobile network information, and the device's telephone number); and
* *Location information* where you choose to provide the website or app with access to information about your device’s location.

We may also ask advertisers or other partners to serve ads or services to your device (e.g., retail coupons for other items available in your area), which may use cookies or similar technologies placed by us or the third party. If a user does not want information collected through the use of cookies, most browsers allow the visitor to reject cookies, but if you choose to decline cookies, you may not be able to fully experience the interactive features our Services provide. We may share non-personal information obtained via cookies with our advertisers and partners. Because there is not yet a consensus on how companies should respond to web browser-based do-not-track (“DNT”) mechanisms, we do not respond to web browser-based DNT signals at this time. Note that we and our service providers and advertising partners may collect information about users’ online activities over time and across third-party websites.

1. How We Use Information We Collect

We may use the information we obtain about you for purposes allowed by applicable laws, including:

* Provide our Services to you, establish and maintain your account, and respond to your requests, questions and comments and provide customer support;
* Tailor the content we display to you in our communications, including advertising, and offering promotions, products or services that we believe may be of interest to you;
* Operate, evaluate and improve our programs, our websites and other products and services we offer (including to develop new programs and services), as well as diagnose or fix technology problems;
* Analyze and enhance our communications and strategies (including by identifying when emails sent to you have been received and read);
* Inform you about changes to our Services, this Privacy Policy, our Terms and other policies;
* Comply with and enforce as needed applicable legal requirements, industry standards, our policies, and our contractual rights; and
* Monitor the performance of our Services including metrics such as total number of visitors, traffic, and demographic patterns.

Any uses described here will be restricted where required by HIPAA or other applicable laws, and where appropriate, we will limit these uses in accordance with any choices you have exercised under such laws.

1. Online Advertising

You may see us advertising on various websites, web pages, social media and other platforms. Please note that online advertising service do not always provide us with complete information about the platforms or website on which our advertising may appear. These outlets may in some cases not be aligned with our values as a company. If you believe that our advertising is displayed on platforms that promote inappropriate or offensive content, please contact us.

We may serve advertisements, and allow third parties to serve advertisements, through our Services. These advertisements are sometimes targeted and served to particular users and may come from third party organizations called “ad networks.” Ad networks can include a number of third party ad servers, ad agencies, ad technology vendors and research firms. Advertisements served through our Services may be targeted to users who fit a certain general profile category, which may be inferred from information you provide to us or, based on your website or mobile app usage patterns, or based on your activity on other website or online services as may be available to the ad networks.

1. How We Share Your Information

GivebackRx does not sell, rent or lease user information with third parties. However, we may share your information with service providers that perform services on our behalf, or partners with whom we may collaborate. We collaborate with services providers and business partners on: development and support of our Services and associated operations, surveys and market research; clinical or market research with reputable healthcare organizations; and advertising and promotional campaigns. Our service providers are prohibited from using your personal information except to provide such services to us, and they are required to maintain the confidentiality of your information.

We will share your name, address and amount donated to each charity you donate to, in order for the charity to provide you with a donation receipt.

We also may disclose information about you (i) if we are required to do so by law or legal process, (ii) when we believe disclosure is necessary to prevent harm or financial loss, (iii) in connection with an investigation of suspected or actual fraudulent or illegal activity; or (iv) under exigent circumstances to protect the personal safety of our staff, users or the public.

We reserve the right to transfer the information we maintain in the event we sell or transfer all or a portion of our business or assets. If we engage in such a sale or transfer, we will make reasonable efforts to direct the recipient to use your personal information in a manner that is consistent with this Privacy Policy.

We may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your information (e.g., e-mail, name, address, telephone number) is not transferred to the third party. Instead, we may share anonymous data with trusted partners to help perform statistical analysis, and then we would send you an email or postal mail, on their behalf.

Any sharing described here will be restricted where required by HIPAA or other applicable laws, and where appropriate, we will limit such sharing in accordance with any choices you have exercised under such laws.

1. Your Privacy Choices

We offer you certain choices about what information we collect from you, how we use and disclose the information, and how we communicate with you.

Please see our HIPAA Notice of Privacy Practices regarding your choices in connection with your PHI for our HIPAA-covered Services.

*Marketing Emails*: From time to time, we may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communications. In order to improve our Services, we may be notified when you open an email from givebackRx or click on a link therein. You may choose not to receive marketing emails from us by clicking on the unsubscribe link in the marketing emails you receive from us. Even if you opt out of receiving such communications, we will continue sending you non-marketing email communications, such as administrative or transaction alerts, or information about changes to our terms of service.

*Cookies*: Web browsers may offer users the ability to disable receiving certain types of cookies; however, if cookies are disabled, some features or functionality of our websites and mobile apps may not function correctly.

*Targeted Advertising*: Some of our business partners that collect information about your activities on our websites and in our mobile apps may be members of organizations or programs that provide you with choices regarding the use of your browsing behavior for purposes of targeted advertising. For example, you may opt out of receiving targeted advertising on websites through members of the Network Advertising Initiative by clicking here or the Digital Advertising Alliance by clicking here. Mobile app users may opt out of receiving targeted advertising in mobile apps through members of the Digital Advertising Alliance by installing the AppChoices mobile app, available here, and selecting the desired choices. Please note that we also may work with companies that offer their own opt-out mechanisms and may not participate in the opt-out mechanisms that we linked above.

*User Account*: You may terminate your account by contacting us as provided below. We may retain account information for internal purposes or as otherwise provided in this Privacy Policy and our Terms.

1. givebackRx Card Service Joining via Text Message

* When you opt-in to the service, we will send you a message asking you to confirm your signup. Reply **YES** to **696337** to receive give**back**Rx Alerts or text **JOIN** to **696337** to receive give**back**Rx Alerts. **Message and data rates may apply**. **Message frequency will vary based on your use**. Text **"HELP"** for help. Text **"STOP"** to cancel.
* When you opt-in to the givebackRx Silver or Gold Card Services via text at MYMEDS (696337), we will automatically enroll you in a free Silver Card, send you a text with the card details for you to use at the pharmacy. You will continue to receive updates via text unless you update your notification preferences in your online profile to email or turn off notifications completely. If at any time you would like to stop receiving text message notifications, please text **“STOP**” to **MYMEDS (696337)** and text notifications will be turned off. Your card will remain active unless you deactivate your card below. **Message and data rates may apply. Message frequency will vary based on your use.** Text “**HELP**” for help.
* You can cancel this service at any time. Just text “**STOP**” to **696337**. After you send the message “**STOP**” to us, we will send you a reply message to confirm that you have been unsubscribed. After this, you will no longer receive messages from us. If you want to join again, just sign up as you did the first time and we will start sending messages to you again.
* If at any time you forget what keywords are supported, just text “**HELP**” to **696337**. After you send the message “**HELP**” to us, we will respond with instructions on how to use our service as well as how to unsubscribe.
* **Participating carriers**: AT&T, Verizon Wireless, Sprint, T-Mobile, U.S. Cellular, Boost Mobile, MetroPCS, Virgin Mobile, Alaska Communications Systems (ACS), Appalachian Wireless (EKN), Bluegrass Cellular, Cellular One of East Central, IL (ECIT), Cellular One of Northeast Pennsylvania, Cricket, Coral Wireless (Mobi PCS), COX, Cross, Element Mobile (Flat Wireless), Epic Touch (Elkhart Telephone), GCI, Golden State, Hawkeye (Chat Mobility), Hawkeye (NW Missouri), Illinois Valley Cellular, Inland Cellular, iWireless (Iowa Wireless), Keystone Wireless (Immix Wireless/PC Man), Mosaic (Consolidated or CTC Telecom), Nex-Tech Wireless, NTelos, Panhandle Communications, Pioneer, Plateau (Texas RSA 3 Ltd), Revol, RINA, Simmetry (TMP Corporation), Thumb Cellular, Union Wireless, United Wireless, Viaero Wireless, and West Central (WCC or 5 Star Wireless).
* T-Mobile is not liable for delayed or undelivered messages.
* As always, message and data rates may apply for any messages sent to you from us and to us from you. If you have any questions about your text plan or data plan, it is best to contact your wireless provider.
* For all questions about the services provided by this short code, you can send an email to [support@givebackrx.com](mailto:support@email.givebackrx.com) or contact us toll free at (855) 769-6337.

1. Links to Other Websites and Third Party Content

Our Services may contain links to other websites or apps. This can include social media integrations. Please be aware that we are not responsible for the content or privacy practices of such other websites or apps, and we encourage you to be aware when you leave our Services and to read the privacy statements of any other website or app that collects personal information.

1. How We Protect Information

We endeavor to maintain reasonable administrative, technical and physical safeguards designed to protect the personal information we maintain against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. However, we cannot ensure the security of any information you transmit to us, or guarantee that this information will not be accessed, disclosed, altered, or destroyed. We will make any legally required disclosures in the event of any compromise of personal information. To the extent the law allows us to provide such notification via e-mail or conspicuous posting on the Services, you agree to accept notice in that form.

1. Children

We do not knowingly collect personal data from children under the age of 13 on our Services. If you have reason to believe that a child under the age of 13 has provided personal information to us through our Services, please contact us, and we will endeavor to delete that information from our systems. If we learn that we collected personal information from a child under age 13 without parental consent, we will endeavor to promptly delete that information.

1. International Data Transfers and Use

Our Services are controlled by us from the United States and are not intended to subject us to the laws or jurisdiction of any state, country or territory other than those of the United States. Any information you provide through use of the Services may be stored and processed, transferred between and accessed from the United States and other countries which may not guarantee the same level of protection of personal information as the one in which you reside, such as to our support staff outside of the United States. However, we will handle your personal information in accordance with this Privacy Policy regardless of where your personal information is stored or accessed, and will seek assurances for any support staff or service providers do to the same.

If you are visiting from the European Union or other regions with laws governing data collection and use, please note that you are agreeing to the transfer of your personal information, potentially including sensitive data, by us from your region to countries which do not have data protection laws that provide the same level of protection that exists in countries in the European Economic Area, including the United States. By providing your personal information, you consent to any transfer and processing in accordance with this Privacy Policy.

1. Updates to Our Privacy Policy

We may revise or update this Privacy Policy at any time. We will post the updated version on our Services and may electronically notify you of any significant changes to our Privacy Policy. We will indicate on our Privacy Policy when it was most recently updated. Your continued use of our Services after such updates will constitute acknowledgment of the change and agreement to abide and be bound by the updated Privacy Policy.

1. Contacting Us

If you have any questions, concerns or comments about this Privacy Policy, our privacy practices, or if you would like us to update your information or preferences you provided to us, please contact us at: [support@](mailto:support@email.givebackrx.com)givebackrx.com, (855) 769-6337 or via mail to givebackRx, c/o National Coordination Center, 1155 15th Street NW, Suite 720, Washington, DC 20005.

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