

Beyond Med

Privacy Policy

Introduction

We are very sensitive to privacy issues. The purpose of this Website Privacy Policy is to let you know how we handle the information we receive from you through this website. Portions of this website may describe additional privacy practices applicable to specific types of information or to information provided on specific web pages.

This Website Privacy Policy does not apply to information collected through other means such as by telephone or in person, although that information may be protected by other privacy policies. As used in this Website Privacy Policy, terms such as “we” or “our” and “Company” refer to Beyond Med Plans Holding Inc. (“BMP”) and its current and future affiliated entities.

This website is intended for a United States audience. If you access this website from outside the U.S., you acknowledge, agree, and consent that any information you provide, including any personal information, will be transferred to and processed by a computer server located within the U.S. and subject to U.S. laws and regulations. Further, if you access this website from outside the U.S., you acknowledge and agree that you are responsible for compliance with any applicable local or national laws, rules, or regulations applicable to such use.

Consent to Collection, Use, and Sharing of Information

By accessing or using the Website or Services, submitting information to the Company, or creating or maintaining a membership account, you expressly acknowledge and agree that the Company may collect, use, store, process, disclose, and transfer your information, including personal information, as described in this Privacy Policy.

You further acknowledge and consent to the sharing of your information with the Company’s affiliates, service providers, and vendors for the purposes described herein, including account administration, membership services, communications, analytics, fraud prevention, security, legal compliance, and business operations.

If you do not agree with the practices described in this Privacy Policy, you should not use the Website or Services or submit information to the Company.

Information We collect (Data Categories)

1. Identifying and Contact Information
Information you voluntarily provide, such as your name, email address, phone number, mailing address, employer or organization (if applicable), and similar contact details.
2. Account and Membership Information
Information associated with your account or membership, including usernames, member identifiers, and basic enrollment-related details.
3. Preference and Interest Information
Information you choose to provide through onboarding questionnaires, surveys, or “welcome” quizzes, including general preferences or interests in certain types of services or programs (for example, wellness, dermatology, anti-aging, or other elective offerings). This

information is non-clinical and does not include medical records, diagnoses, treatment details, prescription information, insurance claims, or laboratory data.

4. Technical and Usage Information

Information collected automatically when you use the Site, such as IP address, browser type, device information, operating system, referring URLs, pages viewed, and interaction data, feature usage, session identifiers, and website engagement metrics. This information is collected through cookies and similar technologies.

5. Analytics and Behavioral Tracking

As part of our technical and usage analytics, this website uses third-party analytics tools, including PostHog, to understand how users interact with our website and services. These tools collect technical and behavioral information such as device type, browser type, IP address, pages viewed, navigation paths, feature usage, and other interaction data. This information helps us analyze usage trends, improve website functionality, diagnose technical issues, and enhance the user experience. PostHog processes this information on our behalf as a data processor pursuant to a Data Processing Agreement (“DPA”).

How We Use Your Information (Data Uses)

We use the information we collect for the following purposes:

- To operate, maintain, and improve the functionality of the Site
- To create and manage user accounts and memberships
- To personalize user experience based on general preferences and interests
- To communicate with you regarding your account, membership, or inquiries
- To provide administrative, transactional, and service-related communications
- To send marketing or promotional communications, where permitted by law and subject to opt-out options
- To conduct internal analytics, research, and performance measurement
- To detect, prevent, and address security, fraud, or technical issues
- To comply with applicable legal and regulatory obligations and enforce our terms

Information We Do Not Collect

Beyond Med Plans Holding Inc. does not collect or process medical records, diagnoses, treatment information, prescription data, insurance claims, laboratory results, or other Protected Health Information (“PHI”). We do not use information collected through the Site to make medical or clinical decisions.

Children’s Information

This website is intended to be accessed and used only by adults and is not directed to minors. BMP does not knowingly collect personally identifiable information by anyone under the age of thirteen (13). If you are under 13 years of age, please do not send or provide any information about yourself to us or on this website, including your name, address, telephone number, or e-mail address. In the event that we learn that we have collected personal information from a child, we will delete that information and otherwise comply with the requirements of the Children’s Online Privacy Protection Act and applicable law.

Cookies and Non-Personal Information

“Non-personal information” generally refers to aggregated or de-identified information that cannot reasonably be used to identify an individual. This may include aggregated or de-identified data, technical usage information, or other data that cannot be used to identify you personally.

You may disable these cookies and similar items by adjusting your browser preferences on your computer at any time; however, this may limit your ability to take advantage of all the features on this website. Cookies and similar technologies may be used to collect technical and usage information such as session identifiers, device information, IP address, and browsing behavior. These technologies help us analyze how users interact with the website and improve performance functionality. Some examples of the way we use cookies include:

- Tracking resources and data accessed on the website
- Recording general site statistics and activity
- Assisting users experiencing website problems
- Enabling certain functions and tools on this website, and
- Tracking paths of visitors to this website and within this website.

We may also collect other forms of non-personal information such as what web browsers are used to read our website and what websites are referring traffic or linking to our website. Aggregate and de-identified data regarding website users is also considered non-personal information.

With Whom is Non-Personal Information Shared?

Because non-personal information does not identify you, it may be used for analytics, research, operational improvement, and other lawful business purposes.

Personal Information Provided by You

“Personal information” means information that specifically identifies you as an individual, such as your full name, telephone number, e-mail address, postal address, or certain account numbers.

Certain features of this website may allow you to voluntarily provide personal information. You do not have to provide us with personal information if you do not want to; however, that may limit your ability to use certain functions of this website or to request certain services or information.

We may combine personal information that you provide us through this website with other personal information held by the Company, including with our affiliates or vendors. For example, if you have purchased a product or service from us, we may combine personal information you provide through this website with information regarding your receipt of the product or service.

We may use personal information for a number of purposes such as:

- To respond to an e-mail or particular request from you
- To personalize the website for you
- To process an application as requested by you

- To provide you with information about programs, services, or offerings made available through our network or by third-party partners.
- To comply with applicable laws, regulations, and legal processes
- To protect someone's health, safety, or welfare
- To protect our rights, the rights of affiliates or related third parties, or take appropriate legal action, such as to enforce our User Agreement
- To keep a record of our transactions and communications, and
- As otherwise necessary or useful for us to conduct our business, so long as such use is permitted by law.

You understand and agree that we may contact you using the contact information you provide for administrative, service-related, or informational purposes, and for marketing communications where permitted by law and subject to applicable consent requirements.

With Whom is Personal Information Shared?

We will only share your personal information with third parties as outlined in this Website Privacy Policy (in its current or future form) and as otherwise permitted by law.

We share and give access to personal information to our employees and agents in the course of operating our businesses. For example, if you sent us an e-mail asking a question, we would provide your e-mail address to one of our employees or agents, along with your question, in order for that person to reply to your e-mail. We may share personal information with business units within the Company.

We may share and give access to personal information with other companies that we hire to perform services on our behalf, but solely for the purposes of fulfilling the services we render as part of your membership. For example, we may hire an outside company to help us send and manage e-mail, however such emails shall only be used for the services we render to our members (ex. member ID distribution, service verification, etc.). Your Personal Information shall not be shared with third parties for marketing or promotional purposes. Similarly, we may hire outside companies to host or operate some of our websites and related computers and software applications.

If you believe we or any company associated with the Company has misused any of your information, please contact us immediately and report such misuse. We may share personal information if all or part of the Company is sold, merged, dissolved, acquired, or in a similar transaction. We may share personal information in response to a court order, subpoena, search warrant, law or regulation. We may cooperate with law enforcement authorities in investigating and prosecuting website visitors who violate our rules, or engage in behavior that is harmful to other visitors, or is illegal.

Reviewing My Information

This website may permit you to view your visitor profile and related personal information. If this function is available, we will include a link on this website with a heading such as “My Profile” or similar words. Clicking on the link will take you to a page through which you may review your visitor profile and related personal information.

Website and Information Security

We use a number of physical security (such as locks and alarm systems), electronic security (such as passwords and encryption methods), and procedural security methods (such as rules regarding the handling and use of information), designed to protect the security and integrity of information submitted through this website. Due to the nature of the Internet and online communications, however, we cannot guarantee that any information transmitted online will remain absolutely confidential, and we are not liable for the illegal acts of third parties such as criminal hackers.

Data Retention

We retain personal information only for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, including maintaining accounts, providing services, complying with legal obligations, resolving disputes and enforcing agreements.

Health Information Disclaimer

BMP does not collect, store, or process protected health information (“PHI”) as defined under the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”). We are not a HIPAA-covered entity. We may collect personal information such as your name, email address, telephone number, and other contact details for administrative purposes. We may also collect preference and interest information, such as responses to onboarding questionnaires, surveys, or “welcome” quizzes that help us understand the types of services or programs you are interested in (for example, wellness, dermatology, anti-aging, or other elective services). This preference information is non-clinical in nature and does not include medical records, diagnoses, treatment details, prescription information, insurance claims or other PHI. This information is not used for diagnosis, treatment, or medical decision-making. Any health related services made available through our network are administered by independent third-party providers and are governed by their own privacy and compliance policies.

Do Not Sell or Share My Personal Information

Beyond Med Plans Holding Inc. respects your privacy rights. We do not sell personal information for monetary consideration. However, certain state privacy laws (including California law) require us to provide this disclosure and a mechanism for individuals to exercise their rights regarding the sale or sharing of personal information.

We may share limited personal information with service providers and partners who assist us with operating our website, providing services, analytics, communications, or marketing support. This sharing is conducted pursuant to written agreements and is not for the purpose of selling your personal information.

We may share personal information with service providers that help us operate our website, including analytics providers such as PostHog, hosting providers, communications platforms, and

security vendors. These service providers process information solely on our behalf and pursuant to contractual data protection obligations. In some cases, analytics tools may record limited session interaction data (such as clicks, navigation paths or page interactions) to help us identify usability issues and improve the website. Users may opt out of certain analytics tracking through browser settings, cookie preferences, or other available privacy controls that may be provided on the website.

Your Privacy Choices

Depending on your state of residence, you may have the right to:

- Request access to personal information we have collected about you
- Request deletion of certain personal information
- Opt out of the sale or sharing of personal information for targeted or cross-context behavioral advertising
- Opt out of certain analytics tracking through browser settings, cookie preferences, or by using available privacy controls provided on the website.

To exercise these rights, please submit a request using one of the methods described in “Submit a Request”.

Non-Discrimination and Equal Data Rights

The Company does not collect, use, disclose, sell, or otherwise process personal information in a manner that unlawfully discriminates against any individual on the basis of race, color, national origin, ancestry, citizenship, religion, creed, sex, pregnancy, childbirth or related medical conditions, gender, gender identity or expression, sexual orientation, age, disability, genetic information, veteran or military status, marital status, or any other characteristic protected by applicable federal, state, or local law.

The Company provides the same level of service, privacy protections, and data subject rights to all individuals, and does not deny, restrict, charge different prices, provide a different level or quality of service, or otherwise treat individuals differently in connection with the exercise of their privacy rights.

Personal information, including any sensitive personal information, is not used for unlawful profiling, eligibility determinations, access decisions, or marketing segmentation in a manner that would violate applicable civil rights, consumer protection, or anti-discrimination laws, including without limitation Section 1557 of the Affordable Care Act, the Americans with Disabilities Act, and applicable state privacy and civil rights statutes.

Nothing in this Privacy Policy is intended to limit any rights you may have under applicable non-discrimination, civil rights, or data protection laws.

Accessibility of Privacy Rights

The Company is committed to ensuring that individuals with disabilities can access and exercise their privacy rights in a manner consistent with applicable law, including the Americans with

Disabilities Act (“ADA”), Section 508 of the Rehabilitation Act, and similar state and local accessibility requirements, to the extent such laws apply.

We strive to make this Privacy Policy, our Website, and our privacy request mechanisms accessible in accordance with generally recognized accessibility standards, including the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA.

If you have a disability and need this Privacy Policy or any privacy-related notice, form, or communication in an alternative format, or if you require assistance submitting a privacy request (such as an access, deletion, correction, or opt-out request), you may contact us at:

Email: info@beyondmedplans.com

Subject Line: Privacy Accessibility Request

Please describe the nature of your request and the accommodation you are seeking. We will make reasonable efforts to respond and to provide appropriate assistance or alternative formats as required by applicable law.

Nothing in this Section shall be construed as creating any guarantee that all content or systems will be fully compatible with every assistive technology, but the Company is committed to making good-faith, commercially reasonable efforts to provide accessible access to its privacy information and rights-request processes.

Submit a Request

You may submit a request to opt out of the sale or sharing of your personal information by:

- Emailing us at: info@beyondmedplans.com
- Submitting a request through our website chat service and instructing the concierge team member you have a “privacy request”

Please include your name, email address, and the nature of your request so we can process it efficiently. We may need to verify your identity before fulfilling certain requests.

Non-Discrimination

We will not discriminate against you for exercising your privacy rights. This includes denying services, charging different prices, or providing a different level or quality of service.

OUR ONLINE COMMUNICATION PRACTICES

General E-mail Communications

You can choose whether to receive promotional communications from us by email. If you receive promotional emails from us and would like to stop, you can do so by following the directions in that message or by contacting us as info@beyondmedplans.com . These choices do not apply to certain informational communication, including mandatory service communications such as Member ID and welcome credentials.

Most e-mail, including any e-mail functionality on our website, does not provide a completely secure and confidential means of communication. It is possible that your e-mail communication

may be accessed or viewed inappropriately by another Internet user while in transit to us. If you wish to keep your information completely private, you should not use e-mail. We may send e-mail communications to you regarding topics such as general health benefits, website updates, health conditions, and general health topics.

SMS or Text Communications

You can choose whether to receive promotional communications from us by SMS. If you receive an SMS message from us and would like to stop, you can do so by following the directions in that message or by contacting us at info@beyondmedplans.com.

Other Online Communications

The Company may send electronic newsletters, notification of account status, and other communications such as information marketing other products or services offered by us, on a periodic basis to various individuals and organizations. To opt-out of any specific electronic communication you're receiving, click on the opt-out button associated with the specific communication.

Contact Us

To contact us regarding this Website Privacy Policy and our related privacy practices, please contact us at:

Beyond Med Plans Holding Inc.
3050 Biscayne Blvd., 904
Miami, FL, 33137
info@beyondmedplans.com

Effective Date

The Effective Date of this Privacy Policy is January 1, 2026.

Changes to This Website Privacy Policy

We may change this Website Privacy Policy. If we do so, such change will appear on this page of our website or in another location as indicated by us. It is your responsibility to review the Website Privacy Policy each time you use this website. By continuing to use this website, you consent to any changes to our Website Privacy Policy.