

Cookie Consent and Opt-Out Notice

We value your privacy and are committed to protecting your personal health information (PHI). This notice explains how we use cookies and other tracking technologies on our website, and your rights regarding these technologies under the Health Insurance Portability and Accountability Act (HIPAA).

What Are Cookies and Tracking Technologies?

Cookies are small text files placed on your device to collect information about your interactions with our website. Tracking technologies, such as web beacons and pixels, are used to analyze how you use our site and to improve your experience.

Types of Information Collected

We may collect the following types of information through cookies and tracking technologies:

- IP address
- Browser type and version
- Pages visited
- Time spent on pages
- Links clicked
- Other usage data

Use of Collected Information

The information collected may be used for:

- Enhancing website functionality
- Analyzing website usage
- Improving user experience
- Marketing and advertising purposes (with your consent)

Protected Health Information (PHI)

If any information collected through cookies and tracking technologies is considered PHI under HIPAA, we will handle it in compliance with HIPAA regulations. This means we will:

- Obtain your explicit consent before collecting or using PHI
- Ensure any third-party vendors comply with HIPAA requirements
- Provide you with the option to opt-out of tracking that involves PHI

Your Rights

You have the right to:

- Know what information is being collected
- Opt-out of cookies and tracking technologies
- Withdraw your consent at any time
- Request access to or deletion of your PHI

Opt-Out Options

To opt-out of cookies and tracking technologies, you can:

- Adjust your browser settings to refuse cookies
- Use opt-out tools provided by third-party tracking services
- Contact us directly to withdraw your consent

Contact Us

If you have any questions or concerns about our use of cookies and tracking technologies, or if you wish to exercise your rights, please contact us at: Info@vitalcare.com