

PRIVACY POLICY

Maslow Health
Privacy Policy

Effective Date: September 8, 2025

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Maslow Health Inc. (“Maslow Health”, “we”, “our”, “us”) values your privacy and is committed to protecting the personal information of users, customers, or patients (collectively, “Users” or “you”) of our Services (defined below). This Privacy Policy (“Privacy Policy”) explains how we collect, use, store, share, and protect your personal data when you visit or use our websites, mobile applications, software, Software as a Service (“SAAS”), platforms and services that we operate and that link to this Privacy Policy (collectively, the “Services”).

We are committed to transparency and accountability in the collection and use of personal information. This Policy is compliant with the California Consumer Privacy Act (CCPA), the General Data Protection Regulation (GDPR), Virginia Consumer Data Protection Act (CDPA), Maryland Personal Information Protection Act (MPIPA), and the New York SHIELD Act. Before using the Services or otherwise providing Personal Information to us, please review this Privacy Policy carefully.

WE DO NOT SELL ANY OF OUR USER’S PERSONALLY IDENTIFIABLE INFORMATION. WE MAY IN THE FUTURE SELL SUCH INFORMATION ONLY IF THE INFORMATION IS IN AN AGGREGATE FORM AND ALL SUCH INFORMATION SHALL BE DE-IDENTIFIED AND ANONYMIZED.

1. Personal Information We Collect

“Personal Information” is information that identifies, describes, relates to, is or may be associated with, or could reasonably be linked, directly or indirectly, with you, such as your name, email address, IP address, telephone number, appointment information, and or health information (including Personal Health Information (“PHI”) as defined by HIPAA, other demographics, transactional history and internet activity. Personal information does not include aggregated or de-identified information.

In the course of, or related to providing the Services to you, we may collect Personal Information directly from you and automatically through our use of cookies and other data collection technologies. We may also collect your Personal Information from third-party sources, such as our business partners, vendors, affiliates and social media platforms (if you interact with us through your social media account). We will treat Personal Information collected from third-party sources

in accordance with this Privacy Policy, but we are not responsible for the accuracy of information provided by third parties or for their policies or practices.

The categories of Personal Information we collect from you depend on your interactions with us. For example, we may collect:

- **Identifiers; contact information**, such as [your name, date of birth, email address, mailing address, phone numbers, addresses, I.P. address, and unique identifiers such as your usernames and passwords]. We collect this information directly from you and potentially from third-party sources for the purpose of creating and managing your Maslow Health account (“Account”), for communicating with you, verifying your identity, and providing our Services to you.
- **Professional and employment-related information**, such as the business name, your license information, calendar and scheduling information, and other information related to the business. We collect this information directly from you for the purpose of administering your Account and providing you, our Services.
- **Internet, device, and network activity information**, such as your browsing history, search history, and your usage of the Services. We collect this information through our cookies and other tracking technologies to improve our Services to you. See the “Cookies” section below to learn more about our use of cookies and data collection technologies.
- **Transactional information**, regarding the products and services you have purchased from us. We collect this information to maintain Customer records and conduct business analytics.
- **Profile information**, such as information about your preferences in order to tailor our services and communications to you.
- **Sensitive Personal Information**, such as your account login information, payment account information, date of birth, social security number, race or ethnic origin, sexual orientation and preferences, and religious or philosophical beliefs. We may collect this information in order for you to login, access, and pay for the Services.

2. How We Use Personal Information

****MASLOW HEALTH WILL ONLY USE PHI TO THE EXTENT NECESSARY TO PROVIDE OUR SERVICES TO YOU OR YOUR HEALTH CARE PROVIDER****

In addition to the purposes for collection described above, we also collect and use your Personal Information for the following purposes:

- to provide our services to you or your health care provider (as the case may be);

- maintain and service your Account, including to send you requested product, service and maintenance information, and to send you product and Service updates;
- To respond to your customer service requests and questions;
- To send you marketing and promotional communications, which you can opt out of;
- To administer and improve our Services, including, but not limited to, diagnosing problems with our Services, and analyzing traffic;
- To market, sell, develop or improve our products and services;
- To develop and manage our databases, businesses, and operations;
- To detect security incidents, protect against malicious activity, and compliance with our policies;
- To comply with our legal obligations; and
- Any other purpose for which you provide your consent.

3. How We Share and Disclose Personal Information

We may share your Personal Information in the following circumstances:

- **To Service Providers:** We may share your Personal Information with companies that provide services to us (“Service Providers”). Our policy is to authorize these Service Providers to use your Personal Information only as necessary to provide services for us, and we require that they agree not to use or disclose your Personal Information for any other purpose.
- If Maslow Health is involved in bankruptcy, merger, acquisition, reorganization, or sale of all or a portion of its assets, we may share or transfer your Personal Information as part of any such transaction or as otherwise might be required by law.

4. Access and Choice

Account Settings: If your Personal Information changes, or if you no longer desire our Services, you may modify or remove it by logging into your Account and making the changes to your Account settings.

Marketing Opt-out Preferences: You can opt out of receiving marketing emails by using the unsubscribe link contained in the marketing email. We may still send you emails about your relationship with us and your transactions, alerts, and updates to our products, services and policies.

Account Deletion: Maslow Health Users may cancel and delete their Accounts at any time. Before canceling and deleting your account, please export any data you wish to preserve. Maslow Health

is not responsible for any lost or stolen data resulting from a customer's lack of diligence or failure to follow reasonable security protocols during or after the data export process. If you neglect to export your data before deleting your Account, the data may not be recoverable. If you would like a copy of our HIPAA Business Associate Agreement, please visit [[maslow.health/BAA](https://www.maslow.health/BAA)].

5. Cookies

We and our third-party partners may automatically collect certain information from or about your device when visiting or interacting with our Services, such as:

- Log Data, including internet protocol (IP) address, operating system, device type and version, browser type and version, browser ID, the URL visited, date/time of visit, other user data, the time spent on our Services, and any errors that may occur during the visit to our Services.
- Analytics Data, including the electronic path you take to our Services, while using our Services and when exiting our Services, as well as your usage and activity on our Services, activity information, and usage history.
- Location Data, such as geographic location.

We and our third-party Service Providers may use (i) cookies or small data files that are sent to your browser from a web server and stored on your computer's hard drive and (ii) other, related technologies, such as web beacons, pixels, SDKs, embedded scripts, and data collection technologies ("cookies") to automatically collect this information. We may use this information to monitor and analyze how you use and interact with our Services.

We use information gathered from these technologies so that we can analyze trends, administer the Services, and track users' activities while using the Services.

If you would prefer not to accept cookies, most browsers will allow you to change the setting of cookies by adjusting the settings on your browser to: (i) notify you when you receive a cookie, which letting you choose whether or not to accept it; (ii) disable existing cookies; or (iii) set your browser to automatically reject all cookies. Be aware that disabling cookies may negatively affect the functionality of this and many other websites that you visit. Unfortunately, disabling cookies may result in also disabling certain functionalities and features of the Services.

Depending on your device and operating system, you may not be able to delete or block all cookies. In addition, if you want to reject cookies across all your browsers and devices, you will need to do so on each browser on each device you actively use.

Do Not Track: Please note that our Services are not presently configured to respond to "Do Not Track" or "DNT" signal. Our Services do not recognize or respond to Do Not Track requests. We do, however, recognize and respond to Global Privacy Control or "GPC" browser signals, which

allow you to control your online privacy by communicating your personal tracking preferences to participating websites.

6. Retention and Security

We retain personal information only for as long as there is a legitimate business or legal need to do so. This includes maintaining records for tax, accounting, regulatory, contractual, or audit purposes. When such needs no longer exist, we securely delete, anonymize, or otherwise render the personal data inaccessible in accordance with our data retention protocols and applicable law.

We follow generally accepted standards to protect the Personal Information submitted to us, both during transmission and once we receive it. When you enter sensitive information (such as your login credentials), we encrypt the transmission of that information using secure socket layer technology (SSL). Since no security method or protocol is 100% secure, we cannot guarantee its security.

7. Data Privacy Statement

Residents of certain states have specific rights under their state's privacy laws.

Personal Information Disclosures: In general, within the preceding 12 months:

- We have collected the categories of Personal Information listed in Section 2 above.
- We have collected these categories of Personal Information directly from you, when you use our Services, automatically through data collection technologies, and from third parties for the purposes described in Sections 2 and 3 above.
- We have disclosed the following categories of Personal Information for business purposes: Identifiers and contact information; professional and employment-related information; billing information; audio, electronic, and visual information; commercial information; profile information and inferences; and internet network activity information.
- We have not sold your Personal Information.

Data Privacy Rights:

Under the GDPR, CCPA, New York SHIELD Act, Virginia Consumer Data Protection Act (VCDPA), and Maryland Online Data Privacy Act (MODPA), you are entitled to specific rights regarding your personal data. These laws are designed to give you greater control over how your information is collected, used, and shared. The rights available to you may vary depending on your jurisdiction. Below is a breakdown of these rights by regulation:

CCPA Rights (California residents)

- Right to know what data is collected, sold, or disclosed
- Right to delete personal information
- Right to correct inaccuracies

- Right to opt out of sale/sharing
- Right to non-discrimination for exercising privacy rights
- Right to limit use and disclosure of sensitive personal information (e.g., social security number, financial account information, geolocation data)

GDPR Rights (EU/UK residents)

- Right of access
- Right to rectification
- Right to erasure ("right to be forgotten")
- Right to restrict processing
- Right to data portability
- Right to object to processing
- Right to appeal of consumer rights request
- Rights regarding automated decision-making (including profiling)

VCDPA Rights (Virginia residents)

- Right to access personal data
- Right to correct inaccuracies
- Right to delete personal data
- Right to data portability
- Right to opt out of targeted advertising, sale of personal data, and profiling in furtherance of decisions that produce legal or similarly significant effects
- Right to appeal a denial of a privacy rights request

MODPA Rights (Maryland residents)

- Right to confirm whether personal data is processed
- Right to access personal data
- Right to correct inaccuracies
- Right to delete personal data
- Right to data portability
- Right to opt out of the sale of personal data, targeted advertising, and profiling
- Right to appeal a denial of rights request
- Right to be informed about any profiling or processing using sensitive personal data

New York SHIELD Act Rights (New York residents)

- Right to be notified of unauthorized access or data breaches involving personal information
- Right to know what security measures are in place to safeguard data
- Right to request that companies maintain reasonable administrative, technical, and physical safeguards to protect personal data
- Right to file a complaint with the New York Attorney General for violations of data security obligations

Depending on your location, other state or national privacy laws may also apply. These laws may grant you similar rights concerning your personal information. Where applicable, we will honor such rights upon request.

To exercise any of these rights, email: [privacy@maslow.health] .

Requests will be confirmed within the timeframes required by law. You may be required to verify your identity.

8. Additional Information

Information for Visitors from Outside of the United States: We are committed to complying with this Privacy Policy and the applicable data protection laws that apply to our collection and use of your Personal Information. We are located in the United States, where the laws may be different from where you are domiciled or reside, and the laws of U.S. may be less protective than the laws of other countries. By providing us with your Personal Information and use of the Services, you acknowledge that your Personal Information may be transferred to and/or processed in the United States and possibly other countries where we or our vendors operate.

Links to Other Sites: The Services may contain links to other sites that are not owned or controlled by Maslow Health. We are not responsible for the privacy practices of such other sites.

Security Measures

We employ reasonable physical, electronic, and managerial procedures, including use of third-party services to protect your data. However, no system is 100% secure. You submit data at your own risk.

Children's Data

We do not knowingly collect or sell personal data from individuals under the age of 16. Parents may contact us to request deletion of minor's data.

Questions?

Contact: **Data Protection Officer** at:

[ken@maslow.health] or by mail at:
Data Protection Officer
[141 South Road STE 104E,
Chapel Hill, NC, 27514]

Changes to This Policy: We may update this Privacy Policy to reflect changes to our information practices. If we make any material changes, we will notify you by email (sent to the email address specified in your Account) or by notice through our Services prior to or upon the change becoming effective. We encourage you to review this page periodically for the latest information on our privacy practices.

10. Contact Us

For help with matters not related to exercising your rights under the aforementioned privacy laws, please contact us at [Support@maslow.health].