

WellthCare Store™ Privacy Policy (Draft)

1. Overview

The WellthCare Store™ is available exclusively to WellthCare members and is designed to allow you to redeem earned rewards and purchase eligible products.

We are committed to protecting your personal information and using it responsibly, transparently, and securely.

“Personal information” includes any information that identifies or can reasonably be linked to an individual.

The WellthCare Store™ is not intended for individuals under 13, and we do not knowingly collect personal information from children.

2. Information We Collect

We collect personal information, which includes any information that identifies or can reasonably be linked to an individual. This may include:

- Account Information (name, email, phone number, member ID)
- Transaction Data (purchases, rewards used, order history)
- Payment Information (processed securely through third-party providers; WellthCare does not store full payment details)
- Device & Usage Data (IP address, browser/device type, interaction data)

The WellthCare Store™ operates separately from healthcare services. Store activity is not used to determine medical care, treatment decisions, or clinical eligibility.

We may use cookies or similar technologies to improve functionality, analyze usage, and enhance your experience.

3. How We Use Your Information

We use your information to:

- Process transactions and fulfill orders
- Manage rewards and store balances
- Provide customer support
- Improve Store functionality and user experience
- Maintain security, prevent fraud, and ensure compliance

4. Data Sharing

We share only the minimum necessary information required to perform these services and require partners to maintain appropriate confidentiality and security safeguards.

This may include:

- Payment processors
- Fulfillment and shipping providers
- Technology and hosting partners

We do **not sell your personal data**.

5. Data Security

We use industry-standard safeguards, including encryption and secure infrastructure, to protect your information.

6. Data Retention

We retain data only as long as necessary to operate the Store and comply with legal requirements.

Typical retention periods include:

- **Transaction and order records:** 7 years (for tax and financial compliance)
- **Account and rewards data:** Duration of membership + up to 2 years after inactivity
- **Customer support interactions:** Up to 2 years
- **Technical/log data:** 12–24 months

Retention periods may be extended where required by law or for fraud prevention.

7. Data Erasure & User Rights

You may request access to or deletion of your personal data at any time, subject to legal and operational limitations.

We will:

- Retain only data required for legal, tax, fraud prevention, or compliance purposes

You may have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your data
- Opt out of certain data uses, where applicable

To submit a request, contact: **[info@wellthcare.com]**

8. SMS & Communications (if applicable)

If you opt in to receive messages, we may send you updates related to your account, rewards, or orders.

You can opt out at any time by following the instructions in the message.

9. Compliance & Scope

The WellthCare Store™ operates in alignment with applicable U.S. privacy laws and takes into account global privacy standards, including principles from **GDPR** and similar frameworks where applicable.

10. Updates

We may update this policy periodically. Continued use of the Store constitutes acceptance of any updates.