

Privacy Policy

Last Updated: [Date]

Focus Health Group ("we," "us," or "our") operates [focushealthgroup.com] (the "Site"). This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you visit our Site or make a purchase.

By using our Site, you agree to the practices described in this policy. If you do not agree, please do not use our Site.

1. Information We Collect

Information You Provide to Us

- **Account and contact information:** name, email address, phone number, shipping and billing address.
- **Payment information:** credit or debit card number, expiration date, and billing address. Payment transactions are processed by our third-party payment processor, and we do not store full payment card details on our servers.
- **Order information:** products purchased, order history, and customer service communications.
- **Communications:** any messages, reviews, or feedback you submit to us.

Information Collected Automatically

- **Device and browsing data:** IP address, browser type and version, operating system, referring URLs, and pages viewed.
 - **Cookies and similar technologies:** we use cookies, pixels, and similar tools to recognize your browser, remember preferences, and understand how you use our Site. See Section 6 for more details.
 - **Analytics data:** aggregated usage statistics such as session duration, click patterns, and conversion events, collected through tools such as Google Analytics.
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2. How We Use Your Information

We use the information we collect to:

- Process and fulfill your orders, including shipping and returns.
- Communicate with you about your orders, account, and customer service inquiries.

- Send promotional emails and offers, where you have opted in or where permitted by law. You may opt out at any time.
 - Improve and personalize your shopping experience on our Site.
 - Detect, prevent, and address fraud, security issues, and technical problems.
 - Comply with legal obligations and enforce our terms and policies.
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3. How We Share Your Information

We do not sell your personal information. We may share your information with the following categories of third parties:

- **Service providers:** payment processors, shipping carriers, email marketing platforms, cloud hosting providers, and analytics services that help us operate our business. These providers are contractually required to use your data only on our behalf.
 - **Legal and compliance:** law enforcement, regulators, or other parties when required by law, subpoena, or court order, or when we believe disclosure is necessary to protect our rights or the safety of others.
 - **Business transfers:** in connection with a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred to the acquiring entity.
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4. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes described in this policy, maintain your account, comply with legal and tax obligations, and resolve disputes. When your information is no longer needed, we will securely delete or anonymize it.

5. Data Security

We implement commercially reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, loss, misuse, or alteration. These measures include encryption of data in transit (TLS/SSL), secure payment processing, and access controls. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

6. Cookies and Tracking Technologies

Our Site uses the following types of cookies:

- **Essential cookies:** required for basic Site functionality such as shopping cart and checkout.
- **Analytics cookies:** help us understand how visitors use our Site so we can improve performance and content.
- **Marketing cookies:** used to deliver relevant advertisements and measure campaign effectiveness.

You can manage or disable cookies through your browser settings. Please note that disabling certain cookies may affect your ability to use some features of our Site.

7. Your Rights and Choices

Depending on your state of residence, you may have certain rights regarding your personal information, including:

- **Access:** request a copy of the personal information we hold about you.
- **Correction:** request that we correct inaccurate or incomplete information.
- **Deletion:** request that we delete your personal information, subject to certain legal exceptions.
- **Opt-out of marketing:** unsubscribe from promotional emails by clicking the "unsubscribe" link in any marketing email or contacting us directly.

If you are a resident of California, you may have additional rights under the California Consumer Privacy Act (CCPA), including the right to know what personal information is collected and the right to opt out of the sale of personal information. We do not sell personal information.

To exercise any of these rights, please contact us using the information in Section 10.

8. Children's Privacy

Our Site is not intended for individuals under the age of 16. We do not knowingly collect personal information from children. If we learn that we have collected information from a child under 16, we will take steps to delete it promptly. If you believe a child has provided us with personal information, please contact us.

9. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. We will post the revised policy on this page with an updated "Last Updated" date. We encourage you to review this policy periodically. Your continued use of the Site after changes are posted constitutes your acceptance of the updated policy.

10. Contact Us

If you have questions about this Privacy Policy or wish to exercise your data rights, please contact us at:

Focus Health Group

Address: 5802 Kingston Pike, Knoxville, TN 3799

Phone: 800.249.1972