



# Valor Health Privacy Policy

Effective Date: 10/14/25

At Valor Health, your privacy is important to us. This Privacy Policy explains how we collect, use, disclose, and protect your information when you visit our website, use our services, or otherwise interact with us. Our practices are designed to comply with applicable privacy regulations, including the General Data Protection Regulation (GDPR) of the European Union and the California Consumer Privacy Act (CCPA), as amended by the CPRA.

## 1. Information We Collect

### a. Information You Provide Directly

- Name, email address, phone number, and mailing address
- Health-related information provided voluntarily through forms or service requests
- Payment details when purchasing services

### b. Information Collected Automatically

- IP address, browser type, and device identifiers
- Website usage data (pages visited, time spent, referral links)
- Cookies and similar tracking technologies

### c. Information from Third Parties

- Referrals from health providers, affiliates, or partners (with your consent)
- Payment processors and analytics providers

## 2. How We Use Your Information

- Providing, maintaining, and improving our services
- Processing payments and billing
- Communicating with you regarding services, updates, and promotions
- Personalizing your experience on our website
- Complying with legal obligations (e.g., HIPAA for healthcare information when applicable)

### **3. Legal Bases for Processing (GDPR)**

If you are located in the EU/EEA, we rely on the following legal bases:

- Consent – when you opt in to receive newsletters or marketing materials
- Contractual necessity – to deliver requested services or process payments
- Legal obligation – when processing is required by applicable laws
- Legitimate interests – for improving services, securing systems, and conducting analytics (balanced with your rights and freedoms)

### **4. Your Privacy Rights**

#### **Under GDPR (EU/EEA Residents):**

- Right to access, correct, or delete your personal data
- Right to restrict or object to processing
- Right to data portability
- Right to withdraw consent at any time
- Right to lodge a complaint with your local data protection authority

#### **Under CCPA/CPRA (California Residents):**

- Right to know what personal information we collect, use, disclose, and sell/share
- Right to request deletion of personal information
- Right to correct inaccurate information
- Right to opt-out of the sale or sharing of personal information (we do not sell your personal information)
- Right to limit the use of sensitive personal information
- Right to non-discrimination for exercising your privacy rights

To exercise your rights, contact us at: [team@valorhealthrehab.com](mailto:team@valorhealthrehab.com) or at (928)248-2785.

### **5. Sharing and Disclosure of Information**

We do not sell your personal information. We may share your information with:

- Service Providers: Payment processors, IT support, analytics providers
- Business Partners: With your consent, for joint service offerings
- Legal Authorities: When required to comply with applicable law, legal process, or government requests
- Business Transfers: In case of a merger, acquisition, or asset sale, your information may be transferred

### **6. Cookies and Tracking Technologies**

Our website uses cookies, pixels, and similar technologies to:

- Enable essential website functionality
- Improve performance and analytics

- Personalize your browsing experience

You can manage cookie preferences through your browser settings or opt-out of certain tracking under applicable laws (such as via a “Do Not Sell or Share My Personal Information” link for California users).

## **7. Data Retention**

We retain personal information only as long as necessary for the purposes outlined above, or as required by law (e.g., medical records retention). After that period, data is securely deleted or anonymized.

## **8. Data Security**

We implement technical, administrative, and physical safeguards to protect your information from unauthorized access, disclosure, alteration, or destruction. While no system is completely secure, we take reasonable steps to safeguard data in accordance with industry best practices.

## **9. International Data Transfers**

If you access our website from outside the United States, your data may be transferred to and processed in the U.S. We ensure that appropriate safeguards (such as Standard Contractual Clauses under GDPR) are in place for such transfers.

## **10. Children’s Privacy**

Our website and services are not directed to children under 16 years of age. We do not knowingly collect personal data from children. If we become aware that a child has provided us information, we will promptly delete it.

## **11. Changes to This Policy**

We may update this Privacy Policy periodically. The revised version will be posted with a new “Effective Date.” We encourage you to review this policy regularly.

## **12. Contact Us**

If you have questions, requests, or concerns regarding this Privacy Policy or our practices, please contact us:

Valor Health

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(928) 248-2785

[team@valorhealthrehab.com](mailto:team@valorhealthrehab.com)