

Privacy Policy

Effective Date: April 14, 2025

Welcome to <https://herodiabeticexchange.com> (the "Website"). This Privacy Policy explains how Hero Diabetic Exchange, Inc ("we," "us," or "our") collects, uses, discloses, and protects your personal information when you visit our Website or interact with us. We are committed to safeguarding your privacy and ensuring transparency in our data practices.

By using our Website, you agree to the terms of this Privacy Policy. If you do not agree, please do not use the Website or provide any personal information.

1. Information We Collect

We collect the following types of information:

a. Information You Provide

- **Personal Information:** When you submit forms on our Website (e.g., contact forms, registration forms, or subscription forms), you may provide personal information such as your name, email address, phone number, and any other details you choose to include.
- **Communications Consent:** By submitting any form on our Website that requests your email address or phone number, you expressly consent to receive communications from us via email and/or SMS. These communications may include updates, promotions, newsletters, or other information relevant to our services.
- **No Personal Health Data:** In accordance with the Health Insurance Portability and Accountability Act (HIPAA), we do not collect personal health data through our Website or any other means.

b. Automatically Collected Information

- **Usage Data:** We collect information about your interactions with the Website, such as your IP address, browser type, device information, pages visited, and time spent on the Website.
- **Cookies and Tracking Technologies:** We use cookies and similar technologies to enhance your experience, analyze Website performance, and personalize content. You can manage cookie preferences through your browser settings.

c. Information from Third Parties

We may receive information about you from third-party sources, such as analytics providers or marketing partners, to supplement the data we collect, provided it complies with applicable laws. This information does not include personal health data.

2. How We Use Your Information

We use your information for the following purposes:

- **To Communicate with You:** To send you emails and/or SMS messages, including updates, promotions, newsletters, or responses to your inquiries, as consented to when you submit a form.
- **To Provide and Improve Our Services:** To operate the Website, process your requests, and enhance user experience.
- **To Analyze and Personalize:** To understand how users interact with our Website and tailor content or offerings to your preferences.
- **To Comply with Legal Obligations:** To meet regulatory requirements or respond to legal requests.
- **For Marketing Purposes:** To inform you about our products, services, or events, in accordance with your communication preferences.

3. How We Share Your Information

We do not sell or rent your personal information to third parties. We may share your information in the following circumstances:

- **Service Providers:** With trusted third-party vendors who assist us in operating the Website, processing communications, or analyzing data (e.g., email or SMS service providers). These providers are contractually obligated to protect your information.
- **No Personal Health Data:** In accordance with HIPAA, we do not collect or share personal health data with any third parties.
- **Legal Requirements:** When required by law, such as in response to a subpoena, court order, or government request.
- **Business Transfers:** In connection with a merger, acquisition, or sale of assets, where your information may be transferred as part of the transaction.

4. Your Choices and Rights

You have the following options regarding your personal information:

- **Opt-Out of Communications:** You may unsubscribe from our email or SMS communications at any time by following the unsubscribe instructions in the message or contacting us directly at support@herodiabeticexchange.com
- **Access and Update Information:** You may request access to, correction of, or deletion of your personal information by contacting us.
- **Cookies:** You can disable cookies through your browser settings, though this may affect Website functionality.

Depending on your jurisdiction, you may have additional rights, such as the right to data portability or to object to certain data processing. Please contact us for more information.

5. Data Security

We implement reasonable technical and organizational measures to protect your personal information from unauthorized access, loss, or misuse. However, no system is completely secure, and we cannot guarantee absolute security.

6. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy, comply with legal obligations, or resolve disputes, unless a longer retention period is required or permitted by law.

7. International Data Transfers

If you are located outside of The United States Of America, your information may be transferred to and processed in The United States Of America or other countries where our service providers operate. We ensure appropriate safeguards are in place to protect your data in accordance with applicable laws.

8. Third-Party Links

Our Website may contain links to third-party websites. We are not responsible for the privacy practices or content of these websites. We encourage you to review their privacy policies before providing any personal information.

9. Children's Privacy

Our Website is not intended for individuals under the age of 18. We do not knowingly collect personal information from children. If we learn that we have collected such information, we will take steps to delete it promptly.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. The updated policy will be posted on this page with a revised "Effective Date." We encourage you to review this page periodically.

11. Contact Us

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

Hero Diabetic Exchange, Inc
Support@herodiabeticexchange.com
833.437.6289