

Artheon Medical

Privacy Policy

Effective Date: January 1, 2026

At Artheon Medical, we are committed to protecting your privacy and safeguarding your personal information. This Privacy Policy explains how we collect, use, and protect information obtained through our website, products, services, and communications, including SMS/text messaging programs. This Privacy Policy applies to Artheon Medical, a Florida-based company with its principal place of business at 412 E Madison Street, Suite 903, Tampa, FL 33602.

Relationship to HIPAA Notice of Privacy Practices

Artheon Medical provides durable medical equipment and is a "covered entity" under the Health Insurance Portability and Accountability Act of 1996 (HIPAA), 45 C.F.R. Parts 160 and 164. Protected health information (PHI) we receive in connection with providing equipment and services is governed by our separate **Notice of Privacy Practices**, which is provided to patients at the time of enrollment and is available upon request. This Privacy Policy governs information collected through our website, marketing communications, and SMS messaging program, and does not modify or replace the protections HIPAA affords to your PHI.

Information We Collect

We may collect the following types of information:

- Name
- Phone number
- Email address
- Mailing address
- Company or organization information
- Information you provide when contacting us or requesting support
- Information related to your use of our website, products, and services

How We Use Your Information

We use the information we collect to:

- Provide and maintain our products and services
- Respond to inquiries and customer support requests
- Send appointment reminders, service updates, and other operational communications
- Deliver SMS messages when you have opted in to receive them

- Improve our products, services, and customer experience
- Comply with legal and regulatory requirements, including HIPAA and the Florida Information Protection Act (Fla. Stat. § 501.171)

SMS Communications

If you opt in to receive SMS messages from Artheon Medical, you may receive messages related to:

- Appointment reminders and confirmations
- Customer service and support communications
- Product and service updates
- Account notifications
- Order and resupply confirmations
- Shipping and delivery notifications
- Other information relevant to your relationship with Artheon Medical

Message frequency may vary. Message and data rates may apply. You may opt out of SMS communications at any time by replying STOP to any message. For assistance, reply HELP or contact us at (813) 367-1110 or Orders@artheonmedical.com.

SMS/Text Messaging Privacy

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. Mobile opt-in data and consent will not be shared with any third parties. We share mobile information only with service providers who help us deliver our messaging program (for example, our messaging platform provider), solely to transmit messages you have consented to receive.

Artheon Medical sends SMS messages only to patients and customers who opt in during enrollment, regarding their durable medical equipment orders, including order and resupply confirmations, shipping and delivery notifications, and account or service updates. Message frequency varies. Message and data rates may apply. Reply STOP to opt out at any time. Reply HELP or contact us at (813) 367-1110 or Orders@artheonmedical.com for help.

Information Sharing

Artheon Medical does not sell, rent, or share your personal information with third parties for their marketing purposes. Consistent with Florida law, we will not sell sensitive personal data (including precise geolocation data, health information, or financial account information) without your consent.

Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes. Text messaging originator opt-in data and consent will not be shared with any third parties, excluding aggregators and providers of the text messaging services necessary to deliver SMS communications.

Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, use, or disclosure, consistent with the Florida Information Protection Act (Fla. Stat. § 501.171) and, where applicable, the HIPAA Security Rule (45 C.F.R. Part 164, Subpart C). When customer records containing personal information are no longer needed, we dispose of them by shredding, erasing, or otherwise modifying the data so that it cannot be read or reconstructed.

In the event of a breach of security affecting your personal information, we will provide notice as required by Fla. Stat. § 501.171 and, where applicable, the HIPAA Breach Notification Rule.

Data Retention

We retain personal information only as long as necessary to provide our services, comply with legal obligations (including HIPAA and Medicare recordkeeping requirements), resolve disputes, and enforce our agreements.

Your Rights and Choices

Subject to applicable legal requirements, you may:

- Request access to, correction of, or deletion of the personal information we hold about you
- Opt out of SMS messages at any time by replying STOP
- Withdraw consent for marketing communications
- Request information about how your personal information has been used or shared

To exercise these rights, contact us using the information below. Patients exercising rights with respect to protected health information should refer to our Notice of Privacy Practices, which governs requests under HIPAA (including access, amendment, restriction, accounting of disclosures, and confidential communications).

Contact Us

If you have questions about this Privacy Policy or our privacy practices, please contact:

Artheon Medical

412 E Madison Street, Suite 903

Tampa, FL 33602

Phone: (813) 367-1110

Email: Orders@artheonmedical.com

Governing Law

This Privacy Policy is governed by the laws of the State of Florida, without regard to its conflict-of-laws principles. Any dispute arising out of or related to this Privacy Policy shall be subject

to the exclusive jurisdiction of the state and federal courts located in Hillsborough County, Florida.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.

Artheon Medical

SMS Terms & Conditions

Effective Date: January 1, 2026

By opting in to receive SMS/text messages from Artheon Medical, you agree to these SMS Terms & Conditions. These Terms are intended to comply with the Federal Telephone Consumer Protection Act (47 U.S.C. § 227), CTIA Messaging Principles and Best Practices, and the Florida Telephone Solicitation Act (Fla. Stat. § 501.059) ("FTSA"). Your Privacy Policy is available at artheonmedical.com/privacy and is incorporated into these Terms by reference.

Program Description

Artheon Medical may send SMS messages to individuals who have provided consent to receive text communications. The Artheon Medical SMS program is primarily transactional and informational. Messages may include:

- Appointment reminders and confirmations
- Order and resupply confirmations
- Shipping and delivery notifications
- Customer service and support communications
- Product and service updates
- Account notifications
- Operational and informational messages related to your relationship with Artheon Medical

Opt-In

You may opt in to receive SMS messages by:

- Completing a web form on artheonmedical.com and providing consent
- Checking the consent box on our enrollment or intake paperwork
- Providing documented verbal consent during an enrollment call
- Providing your mobile number and affirmatively authorizing text communications
- Other methods where explicit, prior express written consent is obtained as required by the FTSA

By opting in, you confirm that you are at least 18 years of age and the authorized user or subscriber of the mobile telephone number provided. **Consent to receive SMS messages is not a condition of purchasing any product or service.**

Consent Checkbox Language (Point-of-Collection Disclosure)

The following consent language appears at the point where patients enter their mobile phone number, next to an unchecked checkbox that the patient must affirmatively select:

[] By checking this box, I consent to receive text messages from Artheon Medical regarding my order status, shipping updates, prescription reminders, account notifications, equipment orders, resupply confirmations, and customer support, sent using an automated system. Consent is not a condition of purchase. Message frequency varies. Msg & data rates may apply. Reply STOP to opt out. Reply HELP for help, or contact (813) 367-1110. See Artheon Medical's Privacy Policy and Terms & Conditions at artheonmedical.com.

Verbal Opt-In Script (Phone Enrollment)

When enrollment occurs by phone, the following script is read to the patient and the patient's affirmative consent, the date, time, and mobile number are logged in the patient record:

“As part of your service with Artheon Medical, we can text you at this number using an automated system about your equipment orders, resupply confirmations, shipping updates, and account notifications, approximately [X] messages per month. Consent is not a condition of purchase. Message and data rates may apply. You can reply STOP anytime to opt out, or HELP for help. Our Terms and Privacy Policy are at artheonmedical.com. Is it okay to text you at this number?”

Message Frequency

Message frequency may vary depending on your interactions with Artheon Medical, appointment schedules, service requests, and account activity. Consistent with the FTSA, we will not send more than three (3) telephonic sales messages within a 24-hour period on the same subject matter to the same recipient.

Hours of Contact

Consistent with the FTSA (Fla. Stat. § 501.059) and the Florida Telemarketing Act (Fla. Stat. § 501.616), any solicitation messages will be sent only between 8:00 a.m. and 8:00 p.m. in the recipient's local time zone. Transactional messages (such as urgent order or delivery notifications) may be sent outside these hours when necessary to fulfill your service.

Message and Data Rates

Message and data rates may apply according to your mobile carrier's terms and conditions. Artheon Medical is not responsible for any charges imposed by your wireless carrier.

Opt-Out

You may opt out of receiving SMS messages at any time by replying **STOP**, **END**, **CANCEL**, **UNSUBSCRIBE**, or **QUIT** to any message. After opting out, you will receive a single confirmation message and will no longer receive SMS messages from Artheon Medical unless you opt in again. Consistent with Fla. Stat. § 501.059(8)(d), Artheon Medical will cease sending text messages within

fifteen (15) days of receiving an opt-out request.

Help

For assistance, reply **HELP** to any message. You may also contact us directly:

Artheon Medical

Phone: (813) 367-1110

Email: Orders@artheonmedical.com

Two-Way Communication and Sender Identification

Each marketing message sent by Artheon Medical will identify Artheon Medical as the sender and will include a customer-service contact at which you can reach us. If a message is sent from a short code or other number that is not capable of two-way communication, you may contact us directly at (813) 367-1110 or Orders@artheonmedical.com.

Privacy

Your privacy is important to us. Please review our **Privacy Policy**, available at artheonmedical.com/privacy, for information about how we collect, use, and protect your information.

Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes. Text messaging originator opt-in data and consent will not be shared with any third parties, except with service providers necessary to deliver SMS communications.

Supported Carriers

SMS services may not be available on all carriers. Delivery is subject to effective transmission by your wireless carrier and is not guaranteed. Carriers are not liable for delayed or undelivered messages.

Eligibility

You must be at least 18 years of age (or the age of majority in your jurisdiction) and the subscriber or authorized user of the mobile number provided to enroll in our SMS program.

Governing Law

These SMS Terms & Conditions are governed by the laws of the State of Florida, including the Florida Telephone Solicitation Act (Fla. Stat. § 501.059), without regard to its conflict-of-laws principles. Any dispute arising out of or related to these Terms shall be subject to the exclusive jurisdiction of the state and federal courts located in Hillsborough County, Florida.

Changes to These Terms

Artheon Medical reserves the right to modify these SMS Terms & Conditions at any time. Updates will be posted with a revised effective date. Your continued participation in the SMS program after any change constitutes acceptance of the revised Terms.

Contact Information

If you have questions regarding these SMS Terms & Conditions, please contact:

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