



ChatRx Cookie Policy

This Cookie Policy explains how ChatRx and ChatMD use cookies and similar technologies on our website and platform. It describes what data is collected, how it is used, and how you can control your preferences. This Policy is designed to comply with all applicable privacy laws, including:

- CCPA and CPRA (California)
- Colorado Privacy Act (CPA)
- Virginia Consumer Data Protection Act (VCDPA)
- Connecticut Data Privacy Act (CTDPA)
- Utah Consumer Privacy Act (UCPA)
- FTC consumer protection and Health Breach Notification Rule
- HIPAA (for handling of PHI, which is never collected through cookies)

Use of our site constitutes your consent to this Cookie Policy.

1. What Are Cookies?

Cookies are small text files placed on your device to help websites operate, improve performance, remember preferences, and analyze usage. Cookies may also support security functions or help tailor user experience.

We also use similar technologies such as:

- Local storage
- Session storage
- Web beacons
- Pixels
- SDKs

2. Cookie Consent Banner and User Choices

When you visit ChatRx for the first time, you will see a **cookie consent banner** that allows you to:

- Accept all cookies
- Decline all non-essential cookies
- Customize cookie preferences

To comply with CCPA/CPRA and emerging state laws:

- Consent must be freely given and easy to withdraw
- No dark patterns are used
- Decline must be as easy as Accept
- Essential cookies cannot be disabled as they are required for platform functionality

You may change your cookie settings at any time by selecting the **Cookie Settings** link or icon located at the bottom of our site.

3. Categories of Cookies We Use

A. Essential Cookies (Strictly Necessary)

These cookies enable core platform functions, including:

- Secure login and authentication
- User session management
- Fraud prevention and security monitoring
- Keeping your privacy preferences stored

Essential cookies:

- Do not store personally identifiable information
- Are required for the site to function
- Are not subject to CCPA/CPRA “Do Not Sell or Share” opt-outs

B. Performance and Analytics Cookies

These cookies help us understand how visitors use the ChatRx platform. They may collect aggregated or pseudonymized data such as:

- Page views and navigation patterns
- Time spent on pages
- Error logs and performance metrics

V0.021925, v1.102225, v1.121115

- Device and browser type
- General geographic region (non-precise)

We use analytics cookies only for:

- Improving user experience
- Understanding site performance
- Maintaining system reliability and security

You may opt out at any time via the Cookie Settings panel.

C. Marketing and Engagement Cookies

These cookies help us measure how users interact with:

- ChatRx informational content
- Patient education materials
- Email campaigns
- Landing pages
- Pilot program outreach
- Affiliate or physician partner funnels

Key regulatory points:

- ChatRx does **not** sell personal data
- Certain marketing cookies may be considered “**sharing**” under CPRA
- You may opt out at any time via the “Do Not Sell or Share My Personal Information” link in the footer or through the Privacy Dashboard

Marketing cookies are never used to collect or store PHI or medical information.

D. Functional Cookies (Optional)

These cookies enable enhanced, user-friendly features such as:

- Remembering your preferences
- Saving your language selections
- Maintaining session continuity
- Personalizing certain non-medical content

These are optional and may be disabled.

4. Cookies We Do NOT Use

To remain HIPAA-compliant and meet strict state privacy standards:

- No cookies collect or store PHI
- No tracking pixels tied to advertising networks (e.g., Meta Pixel) collect health-related behavior
- No cross-site behavioral advertising
- No retargeting or fingerprinting technologies
- No cookies used for automated decision-making affecting clinical care

ChatRx does not allow third-party ad tracking on clinical pages or patient workflows.

5. Third-Party Providers Who May Set Cookies

A limited number of service providers may place cookies to support site functionality, analytics, security, and communications. These may include:

- Google Analytics (basic analytics only; no health-event tracking)
- GoHighLevel (email engagement metrics)
- Stripe or PayPal (payment services)
- Cloudflare or AWS (security and performance)

All providers must comply with:

- CPRA service provider contracts
- HIPAA Business Associate Agreements when applicable
- FTC privacy and tracking regulations

No third party may use cookies for their own advertising purposes on our platform.

6. Your Control Over Cookies

You may manage or withdraw your cookie preferences at any time:

- Through the Cookie Settings panel
- Through browser settings
- Through device-level privacy controls
- Through the “Do Not Sell or Share My Personal Information” link (California residents)
- Through the Privacy Dashboard for CPRA, CPA, and VCDPA requests

Disabling non-essential cookies may affect website performance or available features but does not impact access to care.

7. State-Specific Rights

California (CCPA/CPRA)

California residents have the right to:

- Know what personal information is collected
- Opt out of sale or sharing (even though ChatRx does not sell data)
- Limit use of sensitive personal information
- Request deletion or correction
- Access the Privacy Dashboard for authenticated requests

Colorado, Virginia, Connecticut, Utah

Residents may also:

- Opt out of targeted advertising (not used by ChatRx)
- Opt out of profiling (ChatRx does not profile users)
- Request data access and correction
- Request deletion of PI (subject to HIPAA exceptions)

8. How We Handle Data From Cookies

Cookies may collect device information, usage patterns, and browser technical details. Cookie-derived data is never used to:

- Make medical decisions
- Train AI models using PHI
- Identify a user for clinical purposes
- Sell or monetize personal information

Aggregated or de-identified cookie data may be used for:

- System performance monitoring
- UX improvements
- Traffic pattern analysis
- Capacity planning
- Detecting fraud or security threats

9. Changes to This Cookie Policy

We may update this Cookie Policy to:

- Comply with new laws
- Reflect technology changes
- Improve transparency

When updates occur:

- The Effective Date will be revised
- Material changes will require user re-consent

10. Contact Information

For questions about this Cookie Policy or privacy rights, you may contact:

ChatRx Privacy Office
privacy@chatrx.md

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