

P R I M E

FOR MEMBERS

Notice of Privacy Practices

How PRIME uses and protects your health information, and your rights over it. This notice describes practices required under HIPAA.

Version 2026-10-draft2 · **DRAFT — for counsel review** · Questions: hello@peptivaprime.com

This notice

This notice describes how medical information about you may be used and disclosed and how you can get access to this information. Please review it carefully.

It applies to [PRIME legal entity name] (“PRIME”, “we”), its physicians and staff, and the systems through which we deliver care.

How we use and disclose your information

- Treatment: your physician and care team use your information to evaluate, treat and coordinate your care, including with laboratories and pharmacies you use.
- Payment: to bill and collect membership fees and order payments for medications and laboratory services. Payment processing is handled by a payment processor that receives your name, email and payment details but not your health information.
- Health care operations: quality review, credentialing of physicians, auditing access to records, and improving our services.
- As required by law, for public health reporting, to prevent a serious threat to health or safety, and in the other circumstances HIPAA permits.

Uses that need your written authorization

- Marketing communications, and any sale of your information. PRIME does not sell health information and does not place advertising trackers on pages where you enter health information.
- Most sharing of psychotherapy notes.
- Any other use not described in this notice. You may revoke an authorization at any time in writing, except to the extent we have already acted on it.

Your rights

- Access: to inspect and receive a copy of your record, including in electronic form, usually within 30 days.
- Amendment: to ask us to correct information you believe is wrong or incomplete.
- Accounting of disclosures: to receive a list of certain disclosures we have made.
- Restrictions: to ask us to limit how we use or share your information; we must agree if you pay for a service in full and ask us not to share it with a health plan.
- Confidential communications: to ask us to contact you in a particular way or at a particular place.
- Breach notification: to be told if a breach compromises your information.
- A paper copy of this notice at any time.

Our duties

We are required by law to maintain the privacy and security of your protected health information, to give you this notice, to follow the notice currently in effect, and to tell you promptly if a breach may have compromised your information.

We may change this notice; the current version and its effective date are always available in your portal and at our website, and material changes will be announced in your portal.

Questions and complaints

Contact our Privacy Officer at hello@peptivaprime.com. You may also file a complaint with the U.S. Department of Health and Human Services, Office for Civil Rights. We will not retaliate against you for filing a complaint.

PRIME · Physician-directed telehealth · This document is a plain-language draft prepared for review by healthcare counsel before adoption. The version accepted by a member or physician is recorded on their file.