

PRIVACY POLICY

Bloom Nutrigenomics

Effective Date: March 20, 2025

By visiting **bloomnutrigenomics.co** (the “Site”), you agree to and accept the terms of this **Privacy Policy**.

1. OVERVIEW

Bloom Nutrigenomics (“Company,” “we,” “us,” or “our”) respects your privacy and is committed to protecting it through this policy. This Privacy Policy describes:

- ✓ **The types of personal information we collect**
- ✓ **How we use, store, and protect that information**
- ✓ **Your rights regarding your personal information**

This policy applies to **all visitors, users, and customers** of the Site and any associated services.

We comply with applicable **U.S. federal and Florida state privacy laws**, including:

- ✓ **Health Insurance Portability and Accountability Act (HIPAA)** – Protecting sensitive health information
- ✓ **California Consumer Privacy Act (CCPA)** – Granting California residents rights over their personal data
- ✓ **General Data Protection Regulation (GDPR)** – For users in the European Union

If you do not agree with this policy, please do not use our Site or services.

2. INFORMATION WE COLLECT & HOW WE USE IT

We collect personal information **that you voluntarily provide** and **data collected automatically** through technology.

A. Personal Information You Provide Directly

We collect personal information when you:

- ✓ **Sign up for our newsletter**
- ✓ **Book a consultation or purchase services**

- ✓ **Contact us through email or social media**
- ✓ **Fill out forms on our Site**

This may include:

- ✓ **Name**
- ✓ **Email Address**
- ✓ **Phone Number**
- ✓ **Billing/Shipping Address**
- ✓ **Payment Information** (processed securely through third-party vendors)
- ✓ **Health Information** (if provided for consultations)

Why We Collect It:

- ✓ **To provide services and manage transactions**
- ✓ **To personalize your experience**
- ✓ **To communicate with you**
- ✓ **To comply with legal obligations**

B. Information Collected Automatically

When you visit our Site, we may collect:

- ✓ **IP Address**
- ✓ **Browser Type & Device Information**
- ✓ **Geographical Location**
- ✓ **Pages Visited & Click Behavior**

We use tools like **Google Analytics** and **Facebook Pixel** to **analyze trends, track engagement, and optimize our Site.**

C. Sensitive Health Data (HIPAA Compliance)

If you share health-related information during a consultation, it is **protected under HIPAA** and handled with **strict confidentiality.**

D. Data Retention

*"We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required by law.

✓ **Client health records (HIPAA-covered data)** – Retained for at least **6 years**, as required by U.S. law.

✓ **Transaction records (billing, invoices, payment history)** – Retained for **7 years** to comply with financial regulations.

- ✓ **Marketing and engagement data** – Retained for **up to 3 years** unless you opt out earlier.
- ✓ **Account and user activity data** – Retained **until you request deletion** or after **5 years of inactivity**.

Once the applicable retention period expires, data is securely deleted or anonymized to prevent unauthorized access."*

3. MARKETING & ADVERTISING PRACTICES

We may use your information for **marketing purposes**, including:

- ✓ **Sending newsletters, promotions, or updates**
- ✓ **Displaying Facebook, Google, and Instagram Ads**
- ✓ **Understanding the effectiveness of advertising campaigns**

Your Rights:

- ✓ You can **unsubscribe from emails** anytime by clicking “Unsubscribe.”
 - ✓ You can **opt-out of targeted ads** via **your browser settings** or the **Digital Advertising Alliance** (optout.aboutads.info).
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4. HOW WE SHARE YOUR INFORMATION

We **do not sell** your personal information. However, we may **share data with trusted third parties** for business operations.

A. Payment Processors

- ✓ **Stripe, PayPal, and other Payment Processors** – Securely handle transactions

B. Service Providers

- ✓ **Analytics Tools (Google, Meta)** – Help us improve user experience
- ✓ **HIPAA-Compliant Health Platforms (Practice Better)** – Store and process client health data securely

C. Legal Compliance

We may **disclose personal information** if required by law, such as:

- ✓ **To comply with legal obligations**

- ✓ **To protect our rights or prevent fraud**
- ✓ **If required by law enforcement or court orders**

All third parties we work with must comply with U.S. data privacy laws and have their own privacy policies.

5. DATA SECURITY & BREACH RESPONSE

- ✓ **Encryption & Secure Storage** – Sensitive data is stored securely
- ✓ **Limited Employee Access** – Only authorized personnel can view sensitive information
- ✓ **Regular Security Audits** – We monitor for vulnerabilities

In Case of a Data Breach:

- ✓ **We will identify the breach, contain it, and notify affected individuals within 72 hours** if required by law.
 - ✓ **If you suspect unauthorized access, please contact us immediately at hello@bloomnutrigenomics.co.**
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6. LIMITATION OF LIABILITY (Third-Party Security Breaches & Services)

While we take **all reasonable measures** to protect your data, **Bloom Nutrigenomics is not liable** for:

- ✓ **Security breaches, data loss, or financial losses caused by third-party payment processors (e.g., Stripe, PayPal) or third-party service providers.**
- ✓ **Lost or delayed laboratory test kits or results from third-party labs.**
- ✓ **Unauthorized transactions processed by third-party payment providers.**
- ✓ **Any indirect, incidental, special, consequential, or punitive damages related to the use of third-party services.**

By using our services, **you acknowledge that Bloom Nutrigenomics does not control third-party operations** and assumes **no liability** for third-party failures.

7. GOVERNING LAW & DISPUTE RESOLUTION

This Privacy Policy shall be governed by and construed in accordance with the laws of the **State of Florida, United States**, without regard to conflict of law principles.

Any disputes arising from this Privacy Policy shall be resolved exclusively in **the state or federal courts located in Florida**.

By using this Site, you **agree to submit to the jurisdiction of these courts** and waive any objections related to venue or jurisdiction outside of Florida.

8. ACCESSIBILITY STATEMENT (ADA COMPLIANCE)

- ✓ We follow **Web Content Accessibility Guidelines (WCAG) 2.1** standards.
- ✓ Our website is **compatible with screen readers, keyboard navigation, and assistive technologies**.

Reporting Accessibility Issues

Email: hello@bloomnutrigenomics.co

9. CHANGES TO THIS POLICY

- ✓ We may **update this Privacy Policy** from time to time.
- ✓ Any major changes will be **communicated via email or website notice**.

By continuing to use our Site, **you accept any modifications made**.

10. LEGAL DISCLAIMER

"This Privacy Policy is provided for informational purposes only and does not create a contractual obligation between you and Bloom Nutrigenomics. Your use of our Site and services constitutes your acceptance of our privacy practices, but it does not create any legal rights enforceable by you against us. Bloom Nutrigenomics reserves the right to modify this Privacy Policy at any time, and continued use of our Site signifies your agreement to any modifications made."

11. CONTACT US

Email: hello@bloomnutrigenomics.co

Website: www.bloomnutrigenomics.co

Last Updated: March 20, 2025