

Last Updated: April 1, 2025

At SleepEz, we are committed to protecting your privacy and ensuring the security of your personal and health information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our website, mobile applications, products, and services (collectively, the "Services").

By accessing or using our Services, you agree to this Privacy Policy. If you do not agree with our policies and practices, please do not use our Services.

Note: As a healthcare provider, SleepEz is subject to the Health Insurance Portability and Accountability Act (HIPAA) and other applicable healthcare privacy laws. For information about how we handle protected health information (PHI), please refer to our [Notice of Privacy Practices](#).

Table of Contents

- [1. Information We Collect](#)
- [2. How We Use Your Information](#)
- [3. Information Sharing and Disclosure](#)
- [4. Your Choices and Rights](#)
- [5. Data Security](#)
- [6. Children's Privacy](#)
- [7. Third-Party Links and Services](#)
- [8. California Privacy Rights](#)
- [9. International Users](#)
- [10. Changes to This Privacy Policy](#)
- [11. Contact Us](#)

1. Information We Collect

Personal Information

We may collect the following types of personal information:

- **Contact Information:** Name, email address, mailing address, phone number
- **Account Information:** Username, password, account preferences
- **Demographic Information:** Age, gender, date of birth
- **Billing Information:** Payment method details, billing address, insurance information
- **Identity Verification Information:** Government-issued identification details, when required for certain services

Health Information

As a healthcare provider, we collect health information necessary to provide our services, including:

- Medical history and conditions
- Sleep patterns and symptoms
- Diagnostic test results
- Treatment information

- Device usage and compliance data

This health information is protected under HIPAA and other applicable healthcare privacy laws. For more information about how we handle protected health information, please refer to our [Notice of Privacy Practices](#).

Usage and Technical Information

When you use our Services, we automatically collect certain information, including:

- **Device Information:** IP address, device type, operating system, browser type, mobile network information
- **Usage Information:** Pages visited, time spent on pages, links clicked, features used
- **Location Information:** General location based on IP address or more precise location if you grant permission
- **Cookies and Similar Technologies:** Information collected through cookies, web beacons, and similar technologies

2. How We Use Your Information

We use your information for the following purposes:

Providing and Improving Our Services

- Delivering the services you request, including sleep testing, consultations, and treatment
- Processing payments and insurance claims
- Communicating with you about your account or our services
- Improving and personalizing our services
- Developing new products and services
- Troubleshooting technical issues

Healthcare Operations

- Coordinating your care with healthcare providers
- Managing your treatment plan
- Monitoring device usage and compliance
- Conducting quality assessment and improvement activities
- Performing business management and administrative activities

Marketing and Communications

- Sending you information about our products and services
- Providing educational content about sleep health
- Conducting surveys and research

You can opt out of marketing communications at any time by following the unsubscribe instructions in our emails or contacting us directly.

Legal and Security Purposes

- Complying with legal obligations
- Enforcing our terms and policies

- Protecting against fraudulent, unauthorized, or illegal activity
- Ensuring the safety and security of our services and users

3. Information Sharing and Disclosure

We may share your information in the following circumstances:

Healthcare Providers and Partners

- With your healthcare providers to coordinate your care
- With insurance companies for billing and claims purposes
- With healthcare partners involved in your treatment

Service Providers

We may share information with third-party service providers who perform services on our behalf, such as:

- Payment processing
- Data analysis
- Email delivery
- Hosting services
- Customer service

These service providers are contractually obligated to use your information only to provide services to us and in accordance with applicable laws.

Business Transfers

If SleepEz is involved in a merger, acquisition, or sale of all or a portion of its assets, your information may be transferred as part of that transaction. We will notify you of any change in ownership or uses of your information.

Legal Requirements

We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court or government agency).

Protection of Rights

We may disclose your information to protect the rights, property, or safety of SleepEz, our users, or others.

With Your Consent

We may share your information with third parties when you have given us your consent to do so.

Aggregated or De-identified Information

We may share aggregated or de-identified information that cannot reasonably be used to identify you for research, analysis, or other purposes.

4. Your Choices and Rights

Account Information

You can review and update your account information by logging into your account or contacting us directly.

Communication Preferences

You can opt out of receiving promotional emails by following the unsubscribe instructions in those emails or by contacting us directly. Even if you opt out, we may still send you non-promotional communications, such as those about your account or our ongoing business relations.

Cookies and Tracking Technologies

Most web browsers are set to accept cookies by default. You can usually set your browser to remove or reject cookies. Please note that removing or rejecting cookies could affect the availability and functionality of our Services.

Your Privacy Rights

Depending on your location, you may have certain rights regarding your personal information, such as:

- The right to access your personal information
- The right to correct inaccurate information
- The right to request deletion of your information
- The right to restrict or object to processing
- The right to data portability
- The right to withdraw consent

To exercise these rights, please contact us using the information provided in the "Contact Us" section below.

Health Information Rights

As a healthcare provider, we are subject to HIPAA and other healthcare privacy laws. For information about your rights regarding your health information, please refer to our [Notice of Privacy Practices](#).

5. Data Security

We implement appropriate technical and organizational measures to protect the security of your personal information. However, no method of transmission over the Internet or electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your information, we cannot guarantee its absolute security.

We maintain physical, electronic, and procedural safeguards that comply with federal regulations to protect your personal and health information. These measures include:

- Encryption of sensitive information

- Secure access controls
- Regular security assessments
- Employee training on privacy and security practices
- Business associate agreements with service providers

In the event of a data breach that compromises your personal information, we will notify you and the appropriate authorities as required by applicable law.

6. Children's Privacy

Our Services are not intended for children under the age of 13, and we do not knowingly collect personal information from children under 13. If we learn that we have collected personal information from a child under 13, we will promptly delete that information.

If you are a parent or guardian and believe that your child has provided us with personal information without your consent, please contact us, and we will take steps to remove that information.

For patients under 18, we collect and use information in accordance with HIPAA and with appropriate parental or guardian consent as required by law.

7. Third-Party Links and Services

Our Services may contain links to third-party websites, applications, or services that are not owned or controlled by SleepEz. This Privacy Policy applies only to our Services. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

We encourage you to review the privacy policies of any third-party sites or services that you visit or use.

8. California Privacy Rights

If you are a California resident, you have certain rights under the California Consumer Privacy Act (CCPA) and other state laws:

Right to Know

You have the right to request information about the personal information we have collected about you, including:

- Categories of personal information collected
- Categories of sources from which personal information is collected
- Business or commercial purpose for collecting personal information
- Categories of third parties with whom we share personal information
- Specific pieces of personal information we have collected about you

Right to Delete

You have the right to request deletion of personal information we have collected from you, subject to certain exceptions.

Right to Opt-Out

You have the right to opt-out of the sale of your personal information. SleepEz does not sell personal information as defined by the CCPA.

Right to Non-Discrimination

You have the right not to be discriminated against for exercising your CCPA rights.

To exercise your California privacy rights, please contact us using the information provided in the "Contact Us" section below.

Please note that certain health information may be exempt from CCPA requests because it is covered by other privacy laws, such as HIPAA.

9. International Users

Our Services are primarily designed for users in the United States. If you are accessing our Services from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States, where our servers are located.

If you are located in the European Economic Area (EEA), United Kingdom, or Switzerland, you may have certain rights under applicable data protection laws, including the General Data Protection Regulation (GDPR). To exercise these rights, please contact us using the information provided in the "Contact Us" section below.

By using our Services, you consent to the transfer of your information to the United States and its processing in accordance with this Privacy Policy.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will post the revised Privacy Policy on our website with an updated effective date.

We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information. Your continued use of our Services after any changes to this Privacy Policy constitutes your acceptance of the revised Privacy Policy.

For significant changes, we will provide notice through our Services or by other means, such as email.

11. Contact Us

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

SleepEz Privacy Office

123 Sleep Way

Restful City, CA 90000

Email: privacy@sleepezcare.com

Phone: (555) 123-4567

For matters related to protected health information under HIPAA, please contact our Privacy Officer at hipaa@sleepezcare.com or refer to our [Notice of Privacy Practices](#).
[Print Privacy Policy](#) [Download PDF](#)