

Privacy Policy

KAYU Health — a brand of VytalBio, a California Professional Medical Corporation

Effective Date: April 21, 2026 | **Last Updated:** April 21, 2026

1. Introduction

VytalBio (“we,” “us,” “our,” or “KAYU Health”) operates the website **kayuhealth.com**, the KAYU HEALTH mobile application, the patient portal at **portal.kayuhealth.com**, and related telehealth services (collectively, the “**Services**”). This Privacy Policy explains how we collect, use, disclose, and protect information about you when you use our Services.

We are a licensed telehealth provider operating in California. Protected Health Information (PHI) collected through our clinical Services is handled in accordance with the Health Insurance Portability and Accountability Act (HIPAA) and our separate **Notice of Privacy Practices**. This Privacy Policy covers information that is not governed by HIPAA (for example, website visitors, marketing inquiries, and text-message interactions).

2. Information We Collect

2.1 Information You Provide

- **Contact details:** name, email address, mobile phone number, mailing address.
- **Account details:** username, password, date of birth, profile photo.
- **Health information:** medical history, medications, symptoms, lab results, and any information you share during a consult. Governed by HIPAA.
- **Payment information:** billing address and payment-card details (processed by Stripe; we do not store full card numbers).
- **Communications:** messages you send us via forms, email, SMS, or the patient portal.

2.2 Information Collected Automatically

- Device and browser data (type, operating system, language, IP address).
- Usage data (pages visited, features used, time on page, referring URL).
- Cookies and similar technologies — see Section 8 below.

2.3 Information From Third Parties

- Identity verification and fraud-prevention services.
- Laboratory partners that return test results you have authorized us to receive.
- Analytics providers (e.g., Google Analytics, Meta).

3. How We Use Information

- To provide, maintain, and improve the Services.
- To connect you with licensed clinicians and facilitate telehealth visits.

- To process payments and manage subscriptions.
- To send appointment reminders, account notifications, and service-related messages.
- To respond to inquiries, provide customer support, and send information you request.
- To detect, prevent, and address fraud, security, or technical issues.
- To comply with legal obligations, including HIPAA, state medical-board rules, and applicable tax law.

4. SMS / Text Messaging

When you provide your mobile phone number and opt in to receive text messages from KAYU Health, you agree to receive transactional and informational SMS messages. These may include appointment reminders, portal alerts, account updates, and replies from our care team. Message frequency varies. Message and data rates may apply. Reply **HELP** for help or **STOP** to cancel at any time. Carriers are not liable for delayed or undelivered messages.

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All categories of personal information in this Privacy Policy exclude text-messaging originator opt-in data and consent; this information will not be shared with any third parties.

The only entities that receive your mobile number are (a) telecommunications providers (such as Twilio and mobile carriers) that are required to transmit the message to your device, and (b) our own care and support teams. We do not sell, rent, or lease mobile opt-in data or phone numbers to any third party.

5. How We Share Information

We share information only as described below:

- **With your clinician and care team** — to deliver the telehealth Services you have requested.
- **Service providers** (HIPAA Business Associates where applicable) — hosting, payment processing, SMS delivery, email delivery, analytics, customer support, and laboratory partners. Each is bound by written agreements that limit use to providing services on our behalf.
- **Legal and safety** — to comply with law, subpoenas, or court orders, or to protect the rights, property, or safety of VytalBio, our patients, or the public.
- **Business transfers** — in connection with a merger, acquisition, financing, or sale of assets, subject to continued protection of your information.
- **With your consent** — for any other purpose disclosed to you at the time we request your consent.

We do not sell your personal information as that term is defined under the California Consumer Privacy Act (CCPA/CPRA), and we do not share personal information for cross-context behavioral advertising without your consent.

6. Your Rights and Choices

6.1 All Users

- Access, update, or correct the information in your KAYU account at any time.

- Delete your account by visiting **Profile** → **Settings** → **Delete Account** in the KAYU app or emailing privacy@kayuhealth.com.
- Opt out of marketing email by using the unsubscribe link in any marketing email.
- Opt out of SMS by replying **STOP** to any message from us.

6.2 California Residents (CCPA/CPRA)

California residents have the right to know what personal information we collect, to request deletion, to request correction, to opt out of sale or sharing (we do neither), and to limit the use of sensitive personal information. You may exercise these rights by emailing privacy@kayuhealth.com. We will not discriminate against you for exercising these rights.

6.3 Nevada, Virginia, Colorado, Connecticut, Utah, and other state residents

You have similar rights under applicable state privacy laws. Requests may be submitted to privacy@kayuhealth.com.

7. Data Retention

We retain personal information for as long as your account is active or as needed to provide the Services, comply with our legal obligations (including medical-record retention laws, which in California generally require retention of adult medical records for at least seven years), resolve disputes, and enforce our agreements. When information is no longer needed, we delete or de-identify it.

8. Cookies and Analytics

We use cookies and similar technologies to operate the site, remember your preferences, and measure performance. You can control cookies through your browser. Blocking essential cookies may impair the Services. We use Google Analytics and Meta Pixel with IP-anonymization and advertising features disabled on portal and clinical pages.

9. Security

We implement administrative, technical, and physical safeguards designed to protect personal information, including TLS encryption in transit, encryption at rest for PHI, role-based access controls, audit logging, and regular security reviews. No system is perfectly secure; in the event of a breach affecting your information, we will notify you in accordance with applicable law.

10. Children

The Services are not directed to children under 13, and we do not knowingly collect personal information from children under 13. If you believe a child under 13 has provided us information, email privacy@kayuhealth.com and we will promptly delete it. Patients under 18 may only use clinical Services with the consent and involvement of a parent or legal guardian.

11. International Users

KAYU Health clinical Services are offered only to residents of U.S. states where our clinicians are licensed. If you access the Services from outside the United States, your information will be transferred to and processed in

the United States.

12. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will update the “Last Updated” date above and, for material changes, provide additional notice (such as email or in-app notification). Your continued use of the Services after an update constitutes acceptance of the revised Policy.

13. Contact Us

If you have questions about this Privacy Policy or our privacy practices, or wish to exercise your rights, contact us at:

VytalBio (d/b/a KAYU Health)

Attn: Privacy Officer

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West Hollywood, CA 90069

Email: privacy@kayuhealth.com

Website: <https://kayuhealth.com>