

Privacy Policy

BUSINESS-TO-BUSINESS WEBSITE • NATIONAL + CALIFORNIA

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01 Introduction

Professional Referral Partners, LLC ("PRP," "we," "our," or "us") respects the privacy of individuals representing businesses and organizations that interact with our website and services.

PRP is a business-to-business organization serving employers, consultants, professional referral partners, and other organizations. We help organizations optimize workforce health benefit investments, improve access to benefits, and align benefit spending with business value.

This Privacy Policy describes how PRP collects, uses, discloses, protects, and retains information obtained through its website and related business communications. Our website is intended exclusively for business and professional purposes. It does not provide services directly to individual consumers or solicit individual employee health information.

02 Information We Collect

A. Business Contact Information

When representatives of organizations contact PRP, request information, schedule a meeting, or inquire about our services, we may collect:

- Name and professional title.
- Company or organization name.
- Business email address and business telephone number.
- General information about the organization and its expressed business interests.
- Information voluntarily included in professional inquiries or correspondence.

Providing business contact information is voluntary, although certain information may be needed to respond to a request.

B. Technical Information Necessary to Operate the Website

PRP does not use cookies, analytics tools, advertising pixels, or other technologies to track website visitors. We do not monitor individual browsing activity, create visitor profiles, or track visitors across other websites.

Website hosting and network-security systems may process limited connection data, such as IP addresses and browser requests, as technically necessary to deliver pages, maintain availability, and protect the site. PRP does not use this information for visitor tracking, analytics, or marketing.

C. Information from Professional Relationships

PRP may receive business contact information through professional introductions, employer relationships, consultants, professional networks, solution providers, and referral partners. We use such information for legitimate business communications and opportunities, including compensated referrals as described in Section 5.

03 Information We Do Not Request

PRP's public website is not designed to collect information about individual employees, dependents, patients, health plan participants, or other individual consumers. We do not request:

- Individual medical records, medical histories, conditions, or diagnoses.
- Health insurance claims or individual employee enrollment records.

- Social Security numbers or personal financial and banking information.
- Individually identifiable health benefits information.

Visitors should not submit confidential employee, medical, or other sensitive personal information through the website or general business communications. If such information is provided inadvertently, PRP may restrict access to it and take reasonable steps to delete or otherwise securely handle it. Any future engagement involving confidential employee or health data would require separate arrangements and applicable safeguards.

04 How We Use Business Information

PRP uses business contact information for the following purposes:

- Responding to inquiries and scheduling business meetings or consultations.
- Providing information about PRP services and maintaining professional communications.
- Evaluating relationships with employers, consultants, and solution providers.
- Facilitating business introductions and opportunities, including compensated referral arrangements.
- Operating and securing the website and complying with applicable legal obligations.

PRP does not use information submitted through the website to conduct individual health assessments, process medical claims, or determine individual health-benefit eligibility.

05 Information Sharing and Compensated Referrals

A. Professional Introductions and Compensated Referral Arrangements

PRP may disclose relevant business contact information to employers, consultants, professional referral partners, and solution providers to facilitate requested or otherwise permitted introductions, evaluate solutions, and develop professional business relationships.

These disclosures may be part of compensated referral arrangements under which PRP may receive referral fees, commissions, or other compensation associated with introductions, referrals, or resulting business engagements.

Information shared may include the business representative's name, title, organization, business email address, business telephone number, and relevant information concerning the organization's expressed interests. We limit these disclosures to information reasonably related to the opportunity and make them as requested, authorized, or otherwise permitted by applicable law.

A compensated referral can, under certain privacy laws and depending on the circumstances, constitute a "sale" of personal information. If legal requirements applicable to PRP change, we will provide any required additional notices, choices, or opt-out mechanisms. PRP does not solicit or intentionally share individual employee medical records, claims, or other sensitive employee health information through general business referrals.

B. Service Providers

Service providers supporting website hosting, business communications, information technology, or appointment scheduling may process limited information as needed to perform their services, subject to applicable legal and contractual requirements.

C. Legal Requirements and Business Transactions

We may disclose information to comply with law or legal process, protect legitimate rights and security interests, or in connection with a merger, acquisition, reorganization, or transfer of business assets, subject to applicable requirements.

06 Cookies, Analytics, and Visitor Tracking

PRP does not currently use cookies, website analytics, advertising pixels, behavioral advertising tools, or similar technologies to track or profile website visitors. We do not track browsing activity on our website or across other websites, and we do not use website activity to target advertising.

Because PRP does not conduct online visitor tracking, browser "Do Not Track" signals do not change how the website operates. PRP does not authorize third parties to conduct cross-site tracking through our website. Technical processing needed to deliver and protect the site is described in Section 2(B).

If our use of cookies, analytics, or tracking technologies changes, we will update this policy and provide any additional notices or choices required by applicable law.

07 Professional and Marketing Communications

PRP may contact business representatives who request information, engage in professional relationships, or express an interest in our services. Communications may address services, business opportunities, and professional partnerships.

Recipients may opt out of promotional communications by using any unsubscribe instructions provided or by submitting a request through the Contact page of our website. We will honor applicable communication preferences and legal requirements.

08 Data Security

PRP uses reasonable administrative, technical, and organizational measures designed to protect the business contact information it maintains against unauthorized access, disclosure, alteration, or destruction. No electronic transmission or storage system can be guaranteed completely secure.

09 Information Retention

We retain business contact information only as reasonably necessary to respond to inquiries, maintain legitimate professional relationships, facilitate referral opportunities, satisfy legal or contractual obligations, and resolve disputes. Retention depends on the purpose, type of information, and applicable requirements. When no longer needed, information is deleted, anonymized, or securely disposed of as appropriate.

10 Privacy Requests and Corrections

Business representatives may ask PRP to review, correct, or delete professional contact information held about them. Requests can be submitted through the Contact page of the PRP website, with "Privacy Request" in the message. We may request reasonable verification and will address requests in accordance with applicable law and any relevant exceptions.

11 California Privacy Information

A. Business-to-Business Scope and Applicable Law

Although this website is business-to-business, information identifying a business representative, such as a name, business email address, telephone number, or professional affiliation, may be personal information under California law. PRP maintains this policy to describe its practices, including those relevant under the California Online Privacy Protection Act (CalOPPA).

Based on PRP's current assessment of its operations, PRP does not presently meet the applicability thresholds for the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA). This assessment may change if PRP's operations or applicable laws change.

B. Information, Recipients, and Compensated Referrals

The categories of professional information collected, the business purposes for collection, and the types of recipients are described in Sections 2, 4, and 5. Information may be disclosed as part of compensated referral arrangements. Certain exchanges for monetary or other valuable consideration may be treated as sales of personal information if and when a relevant privacy statute applies.

C. California Privacy Choices

California business representatives may contact PRP to inquire about, request correction of, or ask for deletion of professional contact information. Where a particular California privacy right applies to PRP, we will provide the required procedures and honor qualifying requests, including any legally required right to opt out of a qualifying sale or sharing of personal information.

If PRP becomes subject to the CCPA, we will update this policy and implement applicable notice, request, and opt-out requirements. PRP does not currently use website visitor tracking or cross-context behavioral advertising.

D. California Do Not Track Disclosure

As described in Section 6, PRP does not track website visitors and does not permit third-party cross-site tracking through its website. Accordingly, browser Do Not Track signals do not alter website operation. Any material change to this practice will be disclosed in an updated policy.

12 Links to Third-Party Websites

Our website may link to websites or services operated by independent employers, referral partners, service providers, or other third parties. PRP does not control their privacy or security practices. Please review the policies of those sites before providing information.

13 Children's Privacy

PRP's website is intended for adult business professionals and organizational representatives. It is not directed toward children, and PRP does not knowingly solicit information from children under 13. If such information is received, we will take reasonable steps to delete it in accordance with applicable law.

14 Updates to This Policy

We may update this policy to reflect changes to our business operations, information practices, technology, or legal requirements. Updated versions will be posted on our website with a revised effective or last-updated date. Visitors may review the latest version using the Privacy link on our website.

15 Contact PRP

For questions about this Privacy Policy or to submit a privacy-related request, please use the Contact page on the Professional Referral Partners website where this policy is published. Include "Privacy Request" in your message and a business contact method so we can respond.