

Privacy Notice – Updated January 2026

Thank you for choosing to be part of our community at **Peak Wellness Center, LLC** (“Company,” “we,” “us,” or “our”). We are committed to protecting your personal information and respecting your right to privacy. If you have any questions or concerns about this privacy notice or our data practices, please contact us at support@mypeakmd.com.

When you visit our website, <https://www.mypeakmd.com> (the “Website”), or use any of our services (collectively, the “Services”), you trust us with your personal information. We take that responsibility seriously. This privacy notice explains, in clear terms, what information we collect, how we use it, and what rights you have regarding your information. Please read it carefully. If you do not agree with any part of this notice, please discontinue use of our Services.

This privacy notice applies to all information collected through our Services, including the Website, as well as any related services, sales, marketing, or events.

Table of Contents

- What Information Do We Collect?
- How Do We Use Your Information?
- Will Your Information Be Shared With Anyone?
- Who Will Your Information Be Shared With?
- Do We Use Cookies and Other Tracking Technologies?
- Do We Use Google Maps?
- How Long Do We Keep Your Information?
- How Do We Keep Your Information Safe?
- Do We Collect Information From Minors?
- What Are Your Privacy Rights?
- Controls for Do-Not-Track Features
- Do California Residents Have Specific Privacy Rights?
- Do We Make Updates to This Notice?
- How Can You Contact Us About This Notice?
- How Can You Review, Update, or Delete Your Data?

What Information Do We Collect?

Personal Information You Disclose to Us

In short: We collect information you voluntarily provide.

We collect personal information that you provide when you register on the Website, request information about our Services, participate in Website activities, or otherwise contact us.

The personal information we collect depends on how you interact with us and may include:

- Names
- Phone numbers
- Email addresses
- Mailing and billing addresses
- Debit/credit card numbers
- Contact preferences
- Authentication data
- Social Security number
- Emergency contact information
- Past medical history
- Other similar information

Payment Data:

If you make a purchase, we may collect information necessary to process your payment, such as your payment instrument number and security code. All payment data is securely stored and processed by **Stripe**. You can review Stripe's privacy notice at: <https://stripe.com/gb/privacy>.

You are responsible for ensuring that all personal information you provide is accurate, complete, and up to date.

Information Automatically Collected

In short: Some information is collected automatically when you visit our Website.

When you visit, use, or navigate the Website, we automatically collect certain technical information that does not directly identify you. This may include:

- IP address

- Browser and device characteristics
- Operating system
- Language preferences
- Referring URLs
- Device name
- Country and general location
- Usage activity and timestamps

This information helps us maintain Website security, improve performance, and conduct analytics.

Types of automatically collected data include:

- **Log and Usage Data:** Activity records such as pages viewed, searches performed, and feature usage.
- **Device Data:** Information about the device you use to access the Website.
- **Location Data:** General or precise location data, depending on your device settings. You may disable location access through your device settings, though this may limit certain features.

We also collect information through cookies and similar technologies.

How Do We Use Your Information?

In short: We use your information to operate our Services, meet legal obligations, and improve your experience.

We process personal information based on legitimate business interests, contractual necessity, legal obligations, and/or your consent. Uses include:

- Creating and managing user accounts
- Facilitating login and authentication
- Posting testimonials (with your consent)
- Requesting feedback and responding to inquiries
- Providing customer support
- Delivering services and fulfilling orders
- Sending administrative and service-related communications
- Sending marketing communications (you may opt out at any time)

- Delivering targeted advertising
- Protecting our Services and preventing fraud
- Complying with legal obligations
- Analyzing usage trends and improving our Website and Services

We may use aggregated or anonymized data for analytics and business improvements.

Will Your Information Be Shared With Anyone?

In short: We share information only when necessary and lawful.

We may share your information based on:

- Your consent
- Legitimate business interests
- Contractual obligations
- Legal requirements
- Protection of vital interests

This may occur in situations involving:

- Business transfers or mergers
- Vendors and service providers
- Affiliates and business partners

We do **not** sell or rent your personal information for promotional purposes.

Who Will Your Information Be Shared With?

In short: Only trusted third parties.

Examples include:

- **Payment Processing:** Stripe
- **Website Hosting:** WordPress.com
- **Analytics & Advertising:** Google Analytics, Facebook Ads, LinkedIn Ads, Twitter Ads
- **Marketing & Communication:** Zoho Campaigns, Mailchimp

- **Performance Monitoring:** Uptime Robot
- **Content & Media:** Google Fonts, YouTube embeds, Typeform

If you wish to revoke consent for any processing, contact us at support@mypeakmd.com.

Do We Use Cookies and Other Tracking Technologies?

In short: Yes.

We use cookies, pixels, and similar technologies to enhance functionality and analyze usage. Details and opt-out options are available in our Cookie Notice.

Do We Use Google Maps?

In short: Yes.

We use Google Maps APIs to improve service delivery. Use of Google Maps is subject to Google's Terms of Service and Privacy Policy.

How Long Do We Keep Your Information?

In short: Only as long as necessary.

We retain personal information only for as long as needed to fulfill the purposes outlined in this notice or to meet legal requirements. When no longer needed, data is deleted or anonymized.

How Do We Keep Your Information Safe?

In short: We use appropriate safeguards.

We implement technical and organizational measures to protect your information. However, no system is completely secure, and transmission of information is at your own risk.

Do We Collect Information From Minors?

In short: No.

We do not knowingly collect information from children under 18. If we become aware that such data has been collected, we will delete it promptly.

What Are Your Privacy Rights?

You may review, update, or delete your account information at any time by contacting us.

Residents of the EEA, Switzerland, and California may have additional rights under applicable laws. Requests may be submitted to support@mypeakmd.com.

Updates to This Notice

We may update this privacy notice periodically. Changes will be effective upon posting, and we encourage you to review it regularly.

Contact Us

Peak Wellness Center, LLC

1550 Niagara Rd

Montrose, CO 81401

United States

 support@mypeakmd.com

Requesting Data Access or Deletion

You may request to review, update, or delete your personal information at:

 <https://www.mypeakmd.com/personalinforemovalrequest>

We will respond within **30 days**.