

Last Updated: July 29, 2026

Consumer Health Privacy Notice

This Consumer Health Privacy Notice (“Notice”) supplements our [Privacy Policy](#) and applies to consumer health data, as defined under applicable U.S. state consumer health privacy laws, that General Medicines, PBC, doing business as GenMeds (“GenMeds,” “we,” “us,” or “our”) collects when you visit or use our websites or mobile applications, or otherwise interact with our online products or services (collectively, the “Platform”).

This Notice describes our data collection and processing practices with respect to consumer health data and rights you may have under applicable consumer health data laws with respect to that data. Such laws include, where applicable, Washington's My Health My Data Act, Nevada's Health Data Privacy Act, and similar laws that may apply from time to time.

This Notice does not apply to personal information we may collect about you that is exempt from the relevant state consumer health privacy laws, which includes, without limitation, information collected about individuals when acting in their capacity as employees, independent contractors, job applicants, or health care providers, publicly available information, deidentified data, or Protected Health Information (“PHI”) that is subject to the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”). If you receive clinical services from an independent medical provider through the Platform, your PHI is governed by the applicable medical provider's [Notice of Privacy Practices](#).

Consumer Health Data We Collect

We collect the following categories of consumer health data:

- Information that identifies you as seeking, obtaining, or receiving health care products or services.
- Information about your physical or mental health, health conditions, symptoms, diagnoses, treatment history, medications, allergies, and health-related goals.
- Information relating to your weight management, cholesterol management, laboratory results, vital signs, measurements, and other health-related information that you submit.
- Information about your use of prescription medications or other therapies, including your interest in, eligibility for, or response to products or services offered through the Platform.
- Information regarding appointments, consultations, communications, and interactions with health care providers or care navigation services facilitated through the Platform.
- Inferences or insights derived from the consumer health data described above.

Purposes for Which We Collect Consumer Health Data

We collect and use consumer health data for the following purposes:

- To provide, operate, maintain, and improve the Platform and the products and services you request.

- To facilitate your access to health care products and services available through the Platform, including by supporting account creation, intake, care navigation, and related Platform functionality.
- To communicate with you regarding your account, purchases, requested products or services, customer support inquiries, and other Platform-related matters.
- To personalize your experience on the Platform, including providing information, content, products, or services that may be relevant to your interests.
- To understand your interest in our products and services and, where permitted by applicable law, to advertise and market our products and services and measure the effectiveness of those marketing activities.
- To monitor, analyze, maintain, and improve the Platform and our products and services, including for internal business analytics, product development, quality assurance, and performance optimization.
- To comply with applicable law, respond to legal process, protect our legal rights, and satisfy our regulatory obligations.
- To detect, investigate, and prevent fraud, security incidents, misuse of the Platform, violations of our Terms of Use, and other unlawful or unauthorized activities, and to protect the rights, property, safety, and security of GenMeds, our users, and others.

Sources of Personal Information

We collect consumer health data from you when you interact with our Platform, including when you create an account, complete intake questionnaires, request information about our products or services, purchase products, or otherwise interact with the Platform.

Sharing of Consumer Health Data

We may share consumer health data with our affiliates or certain processors acting on our behalf and pursuant to contractual agreements who assist us in our everyday operations.

We may also share consumer health data, as directed by you or as necessary to provide the products or services you request, with health care providers, provider organizations, pharmacies, laboratories, and other entities involved in facilitating products or services made available through the Platform.

In addition, we may share consumer health data with third parties as required or permitted by law to comply with a subpoena or similar legal process or government request, or when we believe in good faith that disclosure is legally required or otherwise necessary to protect our rights and property or the rights, property or safety of others, including to law enforcement agencies, and judicial and regulatory authorities, to private attorneys who issue subpoenas or otherwise serve us with legal process and, to the extent required, the individuals or entities they represent, or in the context of a merger, acquisition or other corporate reorganization.

Consumer Health Data Rights

Depending on your state of residence, you may have the following rights with respect to your consumer health data:

- Right to Know: The right to confirm whether we are collecting, sharing, or selling your consumer health data.
- Right to Access: The right to a copy of the consumer health data we have about you.
- Right to Know Third Parties: The right to obtain a list of all third parties with whom we have shared your consumer health data to the extent permissible under the law and an active email address or other online mechanism that you may use to contact those third parties
- Right to Delete: The right to request that we delete your consumer health data.
- Right to Withdraw Consent: The right to withdraw your consent relating to the collection or sharing of your consumer health data.

To exercise these rights, please contact us at privacy@genmeds.com. We may require additional information to verify your identity. If we are unable to do so using commercially reasonable efforts, we will not be able to comply with the request.

If your request is denied, you may appeal that decision as specified in our letter of denial.

Material Changes to This Notice

We may change this Notice from time to time and will notify you by a notice on the website and mobile application and in this Notice of material changes.

Contact Us

If you have questions about this Notice or want to obtain more information about our privacy practices, please contact us by email at privacy@genmeds.com, or by regular mail at:

GenMeds, 2929 Arch Street, Suite 801, Philadelphia, PA 19104