

GENMEDS

PRIVACY POLICY

Last Updated: **July 29, 2026**

This Privacy Policy ("Policy") describes the kind of information **General Medicines, PBC**, doing business as **GenMeds** ("GenMeds," "we," or "us," or "our") may collect during your visit to or use of our websites, mobile applications, or other online products and services (collectively, the "Platform"). By accessing the Platform, you agree to our collection and use of personal information as described in this Policy and in our [Terms of Use](#).

In using certain components of the Platform, you may provide certain health-related information that may be protected under applicable laws. This Policy applies to the personal information we collect through the Platform and other interactions with GenMeds that are not governed by the Health Insurance Portability and Accountability Act of 1996 ("HIPAA").

If you provide health-related information to GenMeds outside the HIPAA context, our collection and use of that information is governed by our [Consumer Health Privacy Notice](#), which describes our practices relating to consumer health data under applicable U.S. state consumer health privacy laws.

If you receive clinical services from an independent medical provider facilitated through the GenMeds Platform, your Protected Health Information ("PHI") will be subject to the applicable medical provider's Notice of Privacy Practices to the extent required by HIPAA, rather than this Policy or the [Consumer Health Privacy Notice](#).

Personal Information We Collect – Sources and Types

When you interact with our Platform, we collect your personal information from you when you visit or use the Platform, create or manage an account, request information from us, sign up to receive communications from us, purchase or inquire about products or services, complete forms or questionnaires, communicate with us, or otherwise interact with us through the Platform.

The personal information we collect through the Platform may include your name, email address, mailing or billing address, telephone number, date of birth, account credentials, payment and transaction information, records of products or services you purchase, obtain, or consider, and any other information you choose to provide when interacting with the Platform. We may also collect communications you send to us, customer support records, and your preferences regarding communications and marketing.

When you visit our Platform we also collect your IP address, your device and browser type, and information about your interaction with our Platform and advertisements.

How We Use Your Personal Information

We use the personal information we obtain through the Platform to provide you with the information, products, and services you request, to create and manage your account, process transactions, communicate with you about your use of the Platform, and otherwise operate, maintain, and improve the Platform. We may also use your personal information to provide customer support, respond to your inquiries, send you administrative or legally required notices, and, where permitted by applicable law, send you advertisements, marketing communications, and promotional offers about products or services that may be of interest to you, including those offered by GenMeds and our affiliates.

We also use personal information about your use of our Platform to monitor and improve our Platform; for internal business analysis; to prevent fraud, activities that violate our Terms of Service or that are illegal; and to protect our rights and the rights and safety of our users or others.

Disclosures of Your Personal Information

We may disclose personal information we collect through the Platform with service providers and contractors that help us operate our business and the Platform, including providers of payment processing services, identity verification services, customer relationship management and customer support services, email, text messaging, and other communications services, cloud hosting and data storage services, information technology and cybersecurity services, analytics services, fraud prevention and security services, and other vendors that assist us in operating, maintaining, securing, and improving the Platform. We may also disclose personal information to service providers that assist us with advertising, marketing, and other communications regarding our products and services and those of our affiliates, where permitted by applicable law.

We may also disclose your personal information 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 or others' rights, property, or safety, including to law enforcement agencies, and judicial and regulatory authorities. Additionally, we may disclose your personal information to third parties to help detect and protect against fraud or data security vulnerabilities. And we may transfer or disclose your personal information to a third party in the event of an actual or proposed sale, merger, reorganization of our entity or other restructuring.

SMS/Text Messaging

We collect your mobile phone number when you provide it to us for the purpose of sending you text messages (SMS/MMS). If you opt in to receive text messages, we will use your mobile number to send you the categories of messages you have consented to receive. These may include

transactional and account-related messages (such as onboarding reminders, appointment and order updates, and notices that your care team needs a response from you) and, if you separately opt in, marketing and promotional messages. Message frequency varies based on your activity and preferences.

By providing your mobile phone number and opting in, you consent to receive recurring text messages from GenMeds at that number. Consent to receive marketing text messages is not a condition of any purchase or of receiving any product or service. Message and data rates may apply.

You can opt out of text messages at any time by replying STOP to any message. You can also reply START to resume messages, or HELP for assistance. For support, contact us at support@genmeds.com.

No mobile information will be shared with or sold to third parties or affiliates for marketing or promotional purposes. Text messaging originator opt-in data and consent will not be shared with any third parties, except with service providers acting on our behalf solely to deliver the messaging service to you.

Cookies and Analytics

Cookies are small, sometimes encrypted text files that are stored on computer hard drives by websites that you visit. They are used to help users navigate websites efficiently as well as to provide information to the owner of the websites. You may set your browser to refuse cookies or alert you when cookies are being sent; some browsers have other cookie management tools.

When you visit our Platform, we may place cookies or other online tracking technologies (e.g., pixels, web beacons) on your browser. Among other things, these help us recognize you when you return to our Platform, provide information for analytics, and helps us personalize advertisements for you.

On our public marketing website, we and third parties use cookies and similar tracking technologies, subject to your consent choices, and those third parties may collect information about your online activities over time and across different websites. In our authenticated application, we do not use third-party cookies, pixels, or similar tracking technologies, and we do not allow third parties to collect information about your online activities there.

We use Google Analytics to evaluate the use of our website. Google Analytics uses cookies and other identifiers to collect information, such as how often users visit the website, what pages they visit when they do so, and what other websites they visited prior to visiting our website. To learn more about how Google Analytics collects personal information, review [Google's Privacy Policy](#).

Personal Information of Minors

Our products and services are not directed to minors under the age of 13 and we do not knowingly collect the personal information of minors under 13.

How We Keep Your Personal Information Secure

We implement and maintain reasonable security measures appropriate to the nature of the personal information that we collect, use, retain, transfer or otherwise process. Those measures include administrative, physical, and technical safeguards to protect the security, confidentiality, and integrity of personal information. However, data security incidents and breaches can occur due to a variety of factors that cannot reasonably be prevented; therefore, our safeguards may not always be adequate to prevent all breaches of security.

Other Websites and Social Media Buttons

Our Platform may contain links to other websites or social media buttons. We are not responsible for the privacy practices or the content of those websites or social media platforms. This Privacy Policy applies only to our business and the personal information we collect.

Changes to This Policy

If we make changes to this Privacy Policy, we will post those changes on the website and update the date of the Privacy Policy. If the changes are material, you will be notified via a notice on our website.

Accessibility

We are committed to ensuring that our communications are accessible to people with disabilities. To make accessibility-related requests or report barriers, please contact us at support@genmeds.com

Contact Us

If there are any questions regarding this Policy or to request a copy of this Policy in another format you may contact us by email at privacy@genmeds.com or by regular mail at:

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