

Move Health

Website Privacy Policy · Version website-privacy-2026-09-10 · Published and in effect September 10, 2026
<https://movehealth.io/legal/privacy/v/2026-09-10> · Fingerprint 3dc5e693

Privacy Policy

Effective: September 10, 2026

Overview

This Privacy Policy ("Policy") applies to www.movehealth.io, and Move Health, LLC ("Company") and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to the Company include www.movehealth.io, Move Health Partners and www.movehealthpartners.com. The Company's website is an insurance agency site serving both consumers and industry-adjacent partners who utilize the Company for insurance planning. By using the Company website, you consent to the data practices described in this statement.

Collection of Your Personal Information

In order to better provide you with products and services offered, the Company may collect personally identifiable information, such as your first and last name, firm or company name, mailing address, email address, and phone number.

We do not collect any personal information about you unless you voluntarily provide it to us, except as described under "Automatically Collected Information" and "Campaign Attribution (Session Storage)" below. You may provide personal information to us when you: (a) submit a contact, inquiry, or referral form on our website; (b) schedule a call or demonstration with us; (c) apply for a position with the Company; or (d) send us an email message. We use your information to communicate with you in relation to services and/or products you have requested from us.

The forms our website itself provides collect business and contact information only and ask that you not include health information. Scheduling a call uses forms provided by our scheduling provider, described under "Service Providers We Use" below. If you engage the Company for insurance planning services, information you share in that engagement is handled under the terms of that engagement rather than through this website.

Use of Your Personal Information

The Company collects and uses your personal information to operate and deliver the services you have requested; to provide you with information, products, or services that you request from us; to provide you with notices about your account; to carry out the Company's obligations and enforce our rights arising from any contracts entered between you and us, including for billing

and collection; to notify you about changes to our website or any products or services we offer or provide through it; to measure and improve the effectiveness of our marketing and advertising; in any other way we may describe when you provide the information; or for any other purpose with your consent. The Company may also use your personally identifiable information to inform you of other products or services available from the Company and its affiliates.

Sharing Information with Third Parties

The Company does not sell, rent, or lease its customer lists to third parties. The Company may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to the Company, and they are required to maintain the confidentiality of your information.

The Company may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to conform to the edicts of the law or comply with legal process served on the Company or the site; protect and defend the rights or property of the Company; and/or act under exigent circumstances to protect the personal safety of users of the Company, or the public.

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

Service Providers We Use

The Company uses a small number of service providers to operate this website. Each receives only what its function requires, subject to the limits described in "Sharing Information with Third Parties" above:

Cloudflare, Inc. hosts and delivers this website and provides security features, including a check that helps distinguish people from automated bots when you submit a form. Cloudflare processes technical information such as IP addresses as part of delivering the site.

Resend, Inc. delivers your form submissions to us as email.

Pipedrive Inc. provides our customer relationship management system. Contact and inquiry information you submit through forms on this website is stored in Pipedrive so we can respond to you and maintain a record of our communications with you. Pipedrive processes that information on our behalf.

Cal.com, Inc. provides scheduling. When you book a call through our website, the scheduling form and the information you enter in it are provided directly to Cal.com, which processes them on our behalf.

Google LLC provides website analytics, only if you consent. See "Website Analytics" below.

Tracking User Behavior

The Company may keep track of the pages our visitors view on our website in order to understand which content and services are most useful. This information is used in aggregate to improve our website and services. We do not display advertising on this website, and we do not permit third-party advertising networks to place tracking technologies on it.

We do advertise on other platforms. To understand which of those advertisements lead people to contact us, we may report the outcome of an inquiry back to the advertising platform that referred you. That report may include the advertising click identifier described under "Campaign Attribution (Session Storage)" below and a hashed, or irreversibly encoded, form of the email address you submitted, so that the platform can match your inquiry to the advertisement that produced it. We do not include mobile telephone numbers in these reports, and we do not provide these platforms with information about your health, coverage, or finances. Advertising platforms may use the information they receive in accordance with their own terms and privacy policies, including to measure and improve the performance of advertising.

Automatically Collected Information

The Company may automatically collect information about your computer hardware and software. This information can include your IP address, browser type, domain names, access times, and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding the use of the Company's website. Where this collection involves our analytics provider, it works as described in "Website Analytics" below.

Website Analytics (Google Analytics)

With your consent, the Company uses Google Analytics 4, a web analytics service provided by Google LLC ("Google"), to understand how visitors use our website.

What it collects. If you consent, Google Analytics collects usage information such as the pages you view, the website that referred you, the approximate geographic region you are visiting from, your device and browser type, and your interactions with the site (for example scrolling, clicking a link to another site, playing a video, or downloading a file). Google Analytics sets cookies (with names beginning "_ga") to recognize your browser across pages and return visits.

What it does not collect. We have configured our analytics so that it never collects the contents of any form you fill out on our website, and we do not send Google any custom information about you: no name, no email address, no account identifier, and nothing about your health, coverage, or finances. We do not use Google Analytics advertising features: we have disabled Google Signals,

ads personalization, and demographic reporting, and we do not connect our analytics to any advertising account. We do not assign you a user identifier. Analytics is not present at all on our call-scheduling and inquiry-booking pages.

Your IP address is used transiently by Google to derive your approximate region and is not logged or stored in our analytics reports.

If you decline analytics cookies, or before you make a choice, Google Analytics sets no cookies and stores no persistent identifier in your browser. In that state, limited technical signals may still reach Google, carrying a flag that records your choice so Google can honor it. Per Google's documentation, these signals contain no cookies and no persistent identifiers. We describe declining as "no cookies and no persistent identifier" rather than "no data leaves your browser" because we prefer this Policy to be exact.

Retention. Analytics event data is retained for 14 months, after which it is deleted automatically. Aggregated statistics, which identify no one, may persist in reports.

More information. How Google uses information from sites that use its services:

<https://policies.google.com/technologies/partner-sites>. Google's privacy policy:

<https://policies.google.com/privacy>. Google also provides a browser add-on to opt out of Google Analytics across all websites: <https://tools.google.com/dlpage/gaoptout>.

Use of Cookies

A cookie is a text file that is placed on your device by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer, and are uniquely assigned to you, readable only by the web server in the domain that issued them.

Our website sets no cookies of its own unless you choose "Accept All" on our cookie notice, in which case the Google Analytics cookies described above are set. Your consent choice itself is stored in your browser's local storage on your device. It is not a cookie, and we do not receive or store it, although when analytics requests are made to Google they carry a flag recording whether you consented, so that Google honors your choice. Your consent choice is not the only information our website stores on your device: we also store campaign attribution information in your browser's session storage, and unlike your consent choice, we do receive and retain that information, as described under "Campaign Attribution (Session Storage)" below. Separately, service providers involved in delivering and securing the site, and the embedded Cal.com scheduling pages on our booking routes, set strictly necessary cookies of their own as part of providing those functions (see "Service Providers We Use").

You have the ability to accept or decline analytics cookies. Declining disables nothing: the features of our website work the same either way.

Your Cookie and Analytics Choices

When you first visit our website, a notice offers two choices: "Accept All" (enables the analytics cookies described above) or "Essential Only" (no analytics cookies). Your choice is remembered in your browser so the notice does not reappear on every visit.

You can change your mind at any time. Select "Cookie Preferences" in the footer of any page to make the choice again. Switching to "Essential Only" also removes the analytics cookies previously set. Alternatively, you can clear this website's site data in your browser settings, which removes both the analytics cookies and your stored choice, or use the Google opt-out add-on linked above.

Campaign Attribution (Session Storage)

Separately from cookies and from the consent choice described above, our website stores campaign attribution information in your browser's session storage. Session storage is a place your browser holds information for a single browsing session. It is not a cookie, and your browser clears it when you close the tab.

What is stored. Any campaign parameters contained in the web address you arrive on (commonly called UTM parameters), any advertising click identifier appended to that address by an ad platform, the full web address of the page that referred you, the first page of our website that you landed on, and the date and time the information was recorded.

When it is stored. This information is written on each page load, including before you make a choice on our cookie notice. It is not governed by that choice: selecting "Essential Only" neither prevents it from being written nor removes it.

What we do with it. Unlike your consent choice, we do receive and retain this information. If you submit a form on our website, the stored values are sent to us with your submission, appear in the notification email we receive, and are retained with your inquiry in our customer relationship management system (see "Service Providers We Use"). We use it to understand which campaigns and sources lead people to contact us. If you do not submit a form, the information stays on your device, and your browser clears it when you close the tab. You can also clear this website's site data in your browser settings at any time.

Retention. Where this information reaches us with a form submission, we retain it with the record of your inquiry for as long as we need it for the purposes described in this Policy and for our ordinary business records, and thereafter as required by law. It is not subject to the 14-month analytics retention period described above, which applies only to Google Analytics data. You may ask us to delete it as described under "Right to Deletion" below.

Links

This website contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

Security of Your Personal Information

The Company secures your personal information from unauthorized access, use, or disclosure using methods that include the SSL protocol: when personal information (such as a credit card number) is transmitted to other websites, it is protected through encryption such as Secure Sockets Layer (SSL).

We strive to take appropriate security measures to protect against unauthorized access to or alteration of your personal information. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge that there are security and privacy limitations inherent to the Internet that are beyond our control, and that the security, integrity, and privacy of any information exchanged between you and us through this site cannot be guaranteed.

Right to Deletion

Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will delete your personal information from our records and direct any service providers to delete your personal information from their records.

Please note that we may not be able to comply with requests to delete your personal information if it is necessary to: complete the transaction for which it was collected, fulfill the terms of a written warranty or product recall, or provide a good or service requested by you; detect security incidents or protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible; debug to identify and repair errors that impair existing intended functionality; exercise free speech or another right provided by law; comply with the California Electronic Communications Privacy Act; engage in public or peer-reviewed research in the public interest where deletion would seriously impair the research and we have obtained your informed consent; enable solely internal uses reasonably aligned with your expectations; comply with an existing legal obligation; or otherwise use your information internally in a lawful manner compatible with the context in which you provided it.

Children Under Thirteen

The Company does not knowingly collect personally identifiable information from children under the age of 13. If you are under the age of 13, you must ask your parent or guardian for permission

to use this website.

Email Communications

From time to time, the Company may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. In order to improve our services, we may receive a notification when you open an email from the Company or click on a link therein. If you would like to stop receiving marketing or promotional communications via email from the Company, you may opt out by clicking the unsubscribe button.

External Data Storage Sites

We may store your data on servers provided by third-party hosting vendors with whom we have contracted.

Changes to This Statement

The Company reserves the right to change this Policy from time to time, for example when there are changes in our services, our data protection practices, or the law. When changes to this Policy are significant, we will inform you, which may include sending a notice to the primary email address specified in your account, placing a prominent notice on our website, and/or updating any privacy information. Your continued use of the website and/or services after such modifications constitutes acknowledgment of, and agreement to be bound by, the modified Policy.

Contact Information

The Company welcomes your questions or comments regarding this Policy. If you believe that the Company has not adhered to this Policy, please contact us at Move Health, LLC, 401 SE 6th St, Ste 205, Evansville, Indiana 47713. Email: info@movehealth.io.