

*Vita*Nexus

Life. Connected.

Privacy Policy

Effective Date: June 11, 2026

Version 1.0

VitaNexus, Inc. — vitanexus.ai

VITANEXUS

WELLNESS & SOCIAL STORYTELLING

Privacy Policy

Effective Date: June 11, 2026 · Last Updated: June 11, 2026 · Version 1.0

This Privacy Policy explains how VitaNexus, Inc. collects, uses, shares, and protects your personal information when you use the VitaNexus consumer wellness and social storytelling application on iOS and Android. VitaNexus offers its services only to users in the United States.

⚠ Important — Not a Medical Service

VitaNexus is a consumer wellness and social storytelling application only. It is not a medical device, is not a HIPAA-covered entity, and does not collect, process, or store clinical health data or Protected Health Information (PHI). Wellness data you record is for personal awareness and is not a substitute for professional medical advice. **In any medical emergency, call 911 or your local emergency services immediately.**

TABLE OF CONTENTS

1. Introduction
2. Information We Collect
3. How We Use Your Information
4. Basis for Processing
5. How We Share Your Information
6. Your Privacy Choices and Rights
7. California Residents (CCPA / CPRA)
8. Other State Privacy Rights
9. Children’s Privacy (COPPA)
10. Wellness Data — Heightened Sensitivity
11. Cookies and Similar Technologies
12. Third-Party Links and Integrations
13. Data Retention
14. Security
15. Do Not Track and Global Privacy Control
16. Changes to This Privacy Policy
17. Contact Us

1. Introduction

VitaNexus, Inc. (“VitaNexus,” “we,” “us,” or “our”) is a Delaware corporation with its principal place of business in Menomonee Falls, Wisconsin. VitaNexus operates a consumer wellness and social storytelling application available on iOS and Android (the “**Application**” or “**App**”). The App helps you track personal wellness goals, express yourself through stories and reflections, and connect with a supportive community.

This Privacy Policy applies to your use of the App and our website(s) and related services. **It applies only to users in the United States; VitaNexus offers its services only within the United States.** By using the App, you acknowledge that you have read this Privacy Policy.

This Privacy Policy should be read together with our **Data and Security Policy** (which describes our data classification, security controls, and retention practices in detail) and our **Terms and Conditions** (which govern your use of the App). Where this Privacy Policy summarizes practices described more fully in the Data and Security Policy, the Data and Security Policy provides the complete description.

2. Information We Collect

We collect only the information necessary to provide the App's features and to keep the service secure and reliable. We do not collect clinical health data, medical records, or Protected Health Information. The categories of information we collect are described below.

A. Account Information

When you create an account, we collect your name, email address, a username you choose, a password (stored only as a salted cryptographic hash — we never store or access your plaintext password), and an optional profile photo.

B. Wellness and Lifestyle Information

You may voluntarily record personal wellness information for your own self-reflection and goal tracking, including mood entries, activity logs, personal wellness goals, free-text wellness journal entries, and self-reported sleep inputs. This information is entered by you, for you. It is not medical data and is treated with heightened care (see Section 10).

C. Social and Storytelling Information

When you use community features, we collect the posts and stories you create, comments you write, reactions and interactions, and community connections you initiate (follows, friends, or group memberships). The visibility of this content is controlled by your privacy settings.

D. Usage and Analytics Information

We automatically collect usage and diagnostic information such as app session data, feature interaction data, crash reports, and performance metrics. This information is used to operate and improve the App and is anonymized after 12 months.

E. Device and Technical Information

We collect limited technical information about your device and environment, including device type and model, operating system version, application version, IP address (used for security and fraud prevention), and device identifiers such as advertising identifiers where permitted.

F. Approximate Location Information

We collect **approximate location only**, and only with your explicit permission. We do not track precise GPS location without a separate, clear, affirmative consent request. You can revoke location permissions at any time through your device settings.

G. Support Information

When you contact customer support, we collect the content of your communications — including messages, attachments, and contact details — to respond to your inquiry and improve support quality.

3. How We Use Your Information

We use the information we collect for the following purposes:

- **Providing the App:** to create and maintain your account, deliver core features, and operate the wellness and social storytelling experience.
- **Personalization within VitaNexus only:** to tailor your in-app experience, such as surfacing your goals, summaries, and relevant community content. We do not use your wellness data to personalize advertising.
- **Community features:** to enable posts, comments, reactions, and connections according to your privacy settings.
- **Security and fraud prevention:** to detect, investigate, and prevent unauthorized access, abuse, and other harmful activity.
- **Customer support:** to respond to your inquiries and resolve issues.
- **Product improvement:** to understand how features are used and to improve performance, reliability, and design (using aggregated or anonymized data wherever possible).
- **Legal compliance:** to comply with applicable laws, respond to lawful requests, and enforce our Terms.
- **Service communications:** to send you transactional and administrative messages, such as security alerts, account notices, and material policy updates.

i We Do Not Use Wellness Data for Advertising

VitaNexus does **not** use your wellness and lifestyle data to build advertising profiles, to target or personalize advertisements, or to inform any advertising-related decision. This commitment applies absolutely.

4. Basis for Processing

VitaNexus operates only in the United States. We process your personal information on the following bases:

- **Performance of our agreement with you:** to provide the App and the features you request under our Terms and Conditions.
- **Your consent:** for optional features and data uses — such as enabling approximate location, connecting a third-party integration, or receiving marketing communications — which you may withdraw at any time.
- **Our legitimate interests:** in operating, securing, maintaining, and improving the App, preventing fraud and abuse, and understanding how the App is used, in a manner consistent with your expectations.
- **Legal obligations:** to comply with applicable US federal and state laws and respond to lawful government requests.

5. How We Share Your Information

We share personal information only in the limited circumstances described below:

- **Service providers:** with vendors who perform functions on our behalf — such as cloud hosting, email delivery, analytics processing, crash reporting, and customer support tooling — under contracts that limit their use of the information to providing the contracted service.
- **Legal authorities:** when required by applicable law, regulation, court order, or lawful government request. Where legally permitted, we will notify affected users before disclosure.
- **Business transfers:** in connection with a merger, acquisition, asset sale, or reorganization, with advance notice and an opportunity to delete your account before any transfer occurs.
- **With your consent:** when you direct us to share information with a third party.
- **Aggregated or anonymized data:** which cannot reasonably be used to identify you, for product research, wellness trend analysis, or improvement.

i We Do Not Sell Your Personal Information

VitaNexus does **not** sell your personal information, and does **not** share your personal information for cross-context behavioral advertising. We do **not** share wellness data with health insurers, life insurers, employers, clinical providers, or third-party marketers without your explicit, informed, and revocable consent.

6. Your Privacy Choices and Rights

You have meaningful control over your personal information. Subject to applicable law, you can exercise the following rights:

Right	Description	How to Exercise
Access	Request a copy of the personal information we hold about you.	In-app “My Data” settings, or email privacy@vitanexus.ai .
Correction	Correct inaccurate or incomplete information.	Update in Account Settings, or email privacy@vitanexus.ai .
Deletion	Request deletion of your account and associated personal information.	“Delete Account” in Account Settings, or email privacy@vitanexus.ai .
Portability	Receive your wellness data in a structured, machine-readable format (JSON or CSV).	Use “Export My Data” in Account Settings.
Opt-Out	Opt out of optional analytics tracking and marketing communications.	Privacy Settings in the App, or email privacy@vitanexus.ai .

We will respond to verifiable privacy requests within **45 days** of receipt, consistent with the California Consumer Privacy Act standard. Where reasonably necessary, we may extend this period as permitted by law and will notify you of any extension.

7. California Residents (CCPA / CPRA)

If you are a California resident, the California Consumer Privacy Act, as amended by the California Privacy Rights Act (collectively, “CCPA”), provides you with specific rights regarding your personal information. This section describes those rights and our practices.

7.1 Categories of Personal Information Collected (Last 12 Months)

CCPA Category	Collected	Examples
Identifiers	Yes	Name, email address, username, IP address, device identifiers.
Customer records information	Yes	Account information you provide, profile photo.
Internet/network activity	Yes	App session data, feature interaction, crash and performance data.
Geolocation data	Yes	Approximate location (only with your permission).
Sensitive personal information	Yes	Account credentials (hashed); self-reported wellness and lifestyle entries you choose to record.
User-generated content	Yes	Posts, stories, comments, reactions, journal entries.

7.2 Sources, Purposes, and Third Parties

Sources of information: directly from you (account, wellness, and social content), automatically from your device and use of the App (usage, device, and approximate location data), and from your interactions with our support team.

Purposes: the business purposes described in Section 3 (Providing the App, personalization within VitaNexus, community features, security and fraud prevention, customer support, product improvement, legal compliance, and service communications).

Categories of third parties: service providers (cloud hosting, email delivery, analytics, crash reporting, support tooling), legal and government authorities where required, and parties to a business transfer. We do not disclose personal information to data brokers or for cross-context behavioral advertising.

7.3 Your California Rights

- **Right to know / access** the categories and specific pieces of personal information we collect, use, and disclose.
- **Right to delete** personal information we have collected, subject to legal exceptions.
- **Right to correct** inaccurate personal information.
- **Right to opt out** of the sale or sharing of personal information.

- **Right to limit** the use and disclosure of sensitive personal information.

i No Sale or Sharing for Behavioral Advertising

VitaNexus does not sell or share personal information for cross-context behavioral advertising.

We do not use or disclose your sensitive personal information for purposes other than those permitted under the CCPA, so the right to limit does not result in any reduction of service.

7.4 Non-Discrimination

We will not discriminate against you for exercising any of your CCPA rights — for example, by denying service, charging different prices, or providing a different level or quality of service.

7.5 Authorized Agents

You may use an authorized agent to submit a request on your behalf. We may require the agent to provide proof of authorization and may require you to verify your identity directly with us.

7.6 How to Submit a CCPA Request

To exercise your California rights, email privacy@vitanexus.ai with “CCPA Request” in the subject line, or use the in-app privacy controls. We will verify your request before responding and will respond within the timeframes required by law.

8. Other State Privacy Rights

Residents of certain other US states — including Virginia (VCDPA), Colorado (CPA), Connecticut (CTDPA), Utah (UCPA), Texas (TDPSA), Oregon (OCPA), and other states with comprehensive privacy laws — may have additional rights, such as the rights to access, correct, delete, and obtain a portable copy of their personal data, and to opt out of certain processing. To exercise any such rights, please contact us at privacy@vitanexus.ai. We will honor verified requests as required by the applicable state law.

9. Children’s Privacy (COPPA)

9.1 Age Restriction

VitaNexus is **not directed to children under the age of 13**. We do not knowingly collect personal information from anyone under 13. You must be at least 13 years old to create an account. Users between the ages of 13 and 17 may be subject to additional restrictions depending on their state.

9.2 COPPA Compliance

VitaNexus complies with the Children’s Online Privacy Protection Act (COPPA). We do not knowingly collect, store, or process personal information from children under 13, and our registration process includes age verification mechanisms designed to screen out underage users.

9.3 Discovery and Removal

If we discover that an account belongs to a child under 13, we will promptly suspend the account, delete all associated personal information, and notify a parent or guardian if contact information is available.

9.4 Parental Removal Request

If you are a parent or legal guardian who believes your child under 13 has created an account without your consent, contact us immediately at privacy@vitanexus.ai with “COPPA — Parental Removal Request” in the subject line. We will verify the request and delete the account and associated data within 10 business days of verification.

10. Wellness Data — Heightened Sensitivity

We treat your wellness and lifestyle data — mood entries, activity logs, wellness journal entries, goal records, and sleep inputs — with a heightened level of care that exceeds our general data protection standards. Wellness data is stored with database-level AES-256 encryption, is never used for advertising, and is never shared with third parties without your explicit, informed, and revocable consent. For the complete description of these protections, see Section 11 (Wellness Data — Special Handling) of our Data and Security Policy.

11. Cookies and Similar Technologies

11.1 In-App SDKs

The App uses software development kits (SDKs) for limited purposes, including analytics (to understand feature usage), crash reporting (to diagnose and fix errors), and push notifications (to deliver service messages where you have opted in). These SDKs collect usage, device, and diagnostic data as described in Section 2.

11.2 Website Cookies

Our website(s) may use cookies and similar technologies in the following categories:

- **Strictly necessary cookies** — required for the website to function and cannot be switched off.
- **Functional cookies** — remember your preferences and settings.
- **Analytics cookies** — help us understand how visitors use our website so we can improve it.

11.3 Your Choices

You can opt out of optional analytics and limit certain tracking through your device settings (for example, by resetting or limiting your advertising identifier) and through your browser settings (for example, by blocking or deleting cookies). You can also manage in-app analytics and notification preferences in Privacy Settings.

12. Third-Party Links and Integrations

The App may offer optional integrations with third-party platforms such as **Apple Health** (iOS) and **Google Fit** (Android), and may contain links to third-party websites or services. These integrations are activated only by your explicit choice, and you will be shown what data flows to and from VitaNexus before any exchange begins.

We are **not responsible** for the privacy practices, policies, or security of any third-party platform, website, or service. Your information on a third-party platform is governed solely by that platform's own terms and privacy policy. We encourage you to review those documents carefully before enabling any integration or following any link.

13. Data Retention

We retain personal information only as long as necessary for the purposes described in this Privacy Policy, after which it is deleted or anonymized. The detailed retention schedule appears in Section 5 of our Data and Security Policy. In summary:

- **Account and wellness data:** for the life of your active account, plus 90 days after deletion.
- **Social/storytelling data:** for the life of your active account, plus 30 days after deletion.
- **Usage/analytics data:** 24-month rolling basis; anonymized at 12 months.
- **Device/technical data:** 12-month rolling basis.
- **Support communications:** 24 months from the date of interaction.

14. Security

We apply a layered, defense-in-depth security program to protect your information, including AES-256 encryption at rest, TLS 1.2/1.3 encryption in transit, role-based access controls with least privilege, multi-factor authentication for internal systems, continuous monitoring, and regular third-party penetration testing. While no system can guarantee absolute security, these controls are designed to meet or exceed industry standards. For full details, see Section 4 of our Data and Security Policy.

15. Do Not Track and Global Privacy Control

Some browsers offer a “Do Not Track” (DNT) signal. Because there is no common industry standard for interpreting DNT signals, **we do not currently respond to DNT signals**. However, where applicable, we honor the **Global Privacy Control (GPC)** signal as a valid request to opt out of the sale or sharing of personal information. Because VitaNexus does not sell or share personal information for cross-context behavioral advertising, no additional action is required to give effect to a GPC signal.

16. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, applicable law, or App features. When we make **material changes**, we will notify you by an in-app notification when you next open the App, and by email where we have your registered email address. The “Last Updated” date reflects the most recent revision. Your continued use of the App after the effective date of a revised Privacy Policy constitutes acceptance of the changes.

17. Contact Us

If you have questions about this Privacy Policy or wish to exercise your privacy rights, contact us at:

Contact VitaNexus

Topic	Email
Privacy questions	privacy@vitanexus.ai
Security issues / vulnerability reports	security@vitanexus.ai
Legal / Terms questions	legal@vitanexus.ai
General support	support@vitanexus.ai
Founder / executive contact	founders@vitanexus.ai

Website: vitanexus.ai

IMPORTANT NOTICE — NOT A MEDICAL SERVICE

VitaNexus is a wellness and social storytelling application only. It is not a medical device, is not a HIPAA-covered entity, and does not collect, process, or store clinical health data or Protected Health Information (PHI) of any kind. VitaNexus has not been cleared or approved by the U.S. Food and Drug Administration (FDA) for any clinical, diagnostic, or treatment purpose.

Wellness data recorded in VitaNexus is not a substitute for professional medical advice, clinical diagnosis, or treatment. Patterns, trends, or summaries visible within the Application are for personal awareness only and carry no clinical validity. **Always consult a qualified and licensed healthcare professional for any health concerns before taking medically relevant action.**

VitaNexus is not for emergency use. If you are experiencing a medical emergency, call 911 or your local emergency services immediately.

VitaNexus Privacy Policy | Version 1.0 | Effective: June 11, 2026 | Last Updated: June 11, 2026

© 2026 VitaNexus, Inc. All rights reserved. | privacy@vitanexus.ai