PharmacyLive Privacy Policy

Effective Date: April 27, 2026

PharmacyLive ("PharmacyLive," "we," "our," or "us") respects your privacy. This Privacy Policy explains how PharmacyLive collects, uses, discloses, and protects information collected through pharmacylive.com and related websites, forms, portals, and services (collectively, the "Services").

By using the Services, you agree to the practices described in this Privacy Policy.

1. Information We Collect

We may collect the following categories of information:

Information You Provide

You may provide information directly through forms, inquiries, demos, account requests, contact forms, or other interactions, including:

- Name
- Email address
- Phone number
- Company name
- Job title
- Pharmacy or provider information
- Prescription-related information
- Information submitted in forms or messages
- Files and attachments you upload

Automatically Collected Information

When you use our Services, we may automatically collect:

- IP address
- Browser type
- Device type
- Operating system
- Referral source
- Pages viewed
- Time spent on pages
- Clickstream and usage data

- Cookies and similar technologies

Sensitive Information

Some forms may allow users to submit health-related or prescription-related information, including information that may relate to a patient, provider, or prescription request.

Users should only submit information necessary for the intended purpose.

2. How We Use Information

We may use information to:

- Provide and operate the Services
- Respond to inquiries and support requests
- Deliver requested information, demos, or services
- Process and route requests
- Improve website functionality and user experience
- Analyze usage and performance
- Communicate with users
- Maintain security and prevent misuse
- Comply with legal obligations

3. HIPAA and Healthcare Information

PharmacyLive may collect and process healthcare-related information through certain forms, workflows, or customer-facing tools.

Where applicable, PharmacyLive uses reasonable administrative, technical, and physical safeguards designed to protect sensitive information.

PharmacyLive may act as a service provider or business associate to pharmacies or healthcare organizations under separate contractual terms, including Business Associate Agreements (BAAs), where applicable.

Healthcare providers, pharmacies, and customers remain responsible for determining what information is submitted through the Services and for complying with their own legal and regulatory obligations.

4. Cookies and Analytics

We may use cookies, analytics tools, and similar technologies to:

- Understand website traffic and usage
- Improve website performance
- Measure engagement
- Support marketing and advertising efforts

These tools may collect browsing behavior, device data, and usage metrics.

You may adjust browser settings to limit cookies, though some features may not function properly.

5. How We Share Information

We may share information:

- With service providers, vendors, and contractors that support our Services
- With pharmacies, providers, or customers as needed to fulfill requested services
- To comply with legal obligations
- To protect rights, safety, or security
- In connection with a merger, acquisition, sale, or business transfer

We do not sell personal information to third parties.

6. Data Security

We use reasonable safeguards designed to protect information, including administrative, technical, and physical security measures.

However, no system can guarantee absolute security, and users submit information at their own risk.

7. Data Retention

We retain information for as long as reasonably necessary to:

- Provide Services
- Maintain records
- Comply with legal obligations
- Resolve disputes
- Enforce agreements

Retention periods may vary depending on the type of information and applicable legal requirements.

8. Third-Party Links and Services

Our Services may link to or integrate with third-party websites, software, or services.

We are not responsible for the privacy, security, or content practices of third parties.

9. Your Choices

You may:

- Contact us to update or correct information
- Request deletion of certain information where applicable
- Opt out of certain marketing communications
- Adjust browser cookie settings

Some requests may be limited by legal, contractual, or operational requirements.

10. Children's Privacy

The Services are not intended for children under 13, and we do not knowingly collect personal information from children.

11. Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be posted on this page with a revised effective date.

Continued use of the Services after changes become effective constitutes acceptance of the updated policy.

12. Contact Us

If you have questions about this Privacy Policy, please contact:

PharmacyLive
Email: support@pharmacylive.com
Website: pharmacylive.com