

Privacy Policy

Effective Date: February 6, 2026

This Privacy Policy describes how Fun Factory LLC dba Attributed Health ("we," "us," or "our") collects, uses, and discloses information when you engage our advisory and consultancy services, visit our website, or interact with us professionally.

1. Information We Collect

In a consultancy capacity, we collect information necessary to provide expert health tech guidance:

- **Professional Identifiers:** Name, job title, company name, business email, and phone number.
- **Project Context:** Information regarding your business operations, health technology stacks, and strategic goals shared during consultations.
- **Technical Data:** IP address and website usage data through cookies to improve our digital resources.

2. How We Use Your Information

We use your data primarily to deliver high-touch advisory services:

- **Service Delivery:** Managing our consulting engagement, performing research, and delivering strategic reports.
- **Communication:** Sending project updates, industry insights, and administrative notices.
- **Relationship Management:** Maintaining a history of our professional interactions to better serve your long-term business needs.

3. Confidentiality and Data Sharing

As a consultancy, we prioritize the confidentiality of your proprietary business information.

- **No Sale of Data:** We do not sell, rent, or trade your personal or business information to third parties.
- **Limited Disclosure:** We only share information with vetted sub-contractors or service providers (e.g., secure cloud storage, CRM tools) who are bound by strict confidentiality agreements.
- **Regulatory Compliance:** We may disclose information if required to do so by law or in the good faith belief that such action is necessary to comply with legal obligations.

4. Special Note on Health Information (HIPAA)

While we are an advisory firm, our work often intersects with Protected Health Information (PHI).

- **Business Associate Status:** When we provide services to "Covered Entities" (like hospitals or insurers), we act as a Business Associate.
- In these cases, we enter into a formal Business Associate Agreement (BAA) that governs the privacy and security of that data, superseding this general policy where applicable.

5. Data Security

We implement industry-standard security measures, including encryption and secure access controls, to protect your sensitive business data and any health-related technology insights we manage.

6. Your Rights

You may request to access, correct, or delete the professional contact information we hold about you. For project-related data, retention is typically governed by the terms of our specific Consulting Agreement.

7. Contact Us

For questions regarding this policy or our data practices:

- **Email:** privacy@attributedhealth.com