

Privacy Policy

Hillbilly Hydration, LLC
Effective Date: October 17, 2025

1 Introduction

We recognize that you may be concerned about our use and disclosure of your personal information. Your privacy is very important to us, and the following will inform you of the information that we, Hillbilly Hydration, LLC, may collect from you, and how it is used. By using our website, you are accepting the practices described in this policy.

2 Information Collection

We may collect non-personal information, such as a domain name and IP Address. The domain name and IP address reveal nothing personal about you other than the IP address from which you have accessed our site. We may also collect information about the type of Internet browser you are using, operating system, what brought you to our Website, as well as which of our Web pages you have accessed.

Additionally, if you communicate with us regarding our Website or our services, we will collect any information that you provide to us in any such communication.

We may contact you via email in the future to tell you about specials, new products or services, or changes to this privacy policy.

2.1 Information NOT Collected

We want to make it clear that Hillbilly Hydration, LLC does not collect any personal health information from our website visitors. Third-party vendors, such as Docovia, GFEase, and PracticeQ, may collect additional personal health information to assist in providing services. In accordance with privacy laws, you have the right to contact third parties regarding your information. Please see affiliate privacy policies on their websites in order to understand your rights.

2.2 Information Collected

The Hillbilly Hydration website collects the following information, on an opt-in basis, for customer service and marketing efforts:

- Names
- Email addresses
- Phone numbers

3 Information Use

We use the collected information primarily for our own internal purposes, such as providing, maintaining, evaluating, and improving our services and Website, fulfilling requests

for information, and providing customer support.

Mobile opt-in and information obtained as part of the SMS consent process or numbers for the purpose of SMS are not shared with any third parties or affiliates for marketing or any other purpose.

4 Your Rights in Respect of Your Personal Data and PHI

In accordance with applicable privacy laws, including the Health Insurance Portability and Accountability Act (HIPAA), you have the following rights regarding your Personal Information and any Protected Health Information (PHI) that may be collected through our website or its associated services:

- **Access and Review:** You have the right to request access to and receive a copy of your Personal Information and PHI collected via our website, whether held directly by Hillbilly Hydration, LLC or by authorized third-party service providers such as Docovia, GFEase, and PracticeQ.
- **Update and Correction:** You may request updates or corrections to any of your Personal Information or PHI that is inaccurate or incomplete.
- **Erasure:** You can request the deletion of your Personal Information and PHI when it is no longer necessary for the purposes for which it was collected or when deletion is required by applicable law.
- **Restriction of Processing:** In certain situations such as when the accuracy of your Personal Information or PHI is contested you have the right to request a restriction on processing while the matter is under review.
- **Objection to Processing:** You may object to the processing of your Personal Information or PHI, particularly in relation to direct marketing or automated decision-making based on your data.

Please note that while Hillbilly Hydration, LLC may not directly store or process all data collected via the website, certain third-party platforms or vendors such as Docovia, GFEase, and PracticeQ may do so on our behalf. These third parties are contractually obligated to handle PHI and Personal Information in accordance with HIPAA and other applicable privacy regulations.

If you wish to exercise any of these rights or have questions regarding how your PHI is used or shared, please contact us using the details provided at the end of this Privacy Policy.

If you feel that we are not abiding by this privacy policy, you should contact us immediately via telephone at (573)284-1776 or via mail Attn: Privacy Officer, 5402 Bus 50 W. Unit 1, Jefferson City, MO 65109.

5 SMS Terms of Service

5.1 Consent for SMS Communication

Mobile opt-in and information obtained as part of the SMS consent process or numbers for the purpose of SMS are not shared with any third parties or affiliates for marketing or any other purpose.

5.2 Types of SMS Communications

If you have consented to receive text messages from Hillbilly Hydration, LLC, you may receive text messages related to Customer Care, Account Information, and Marketing. Below are examples:

- Customer Care: Hello its Hillbilly Hydration. You had called us earlier today. Would you like to make a reservation for hydration services? Please text us back here and we will have it ready for you. Reply STOP to opt-out of SMS messaging. Message and data rates may apply, for assistance, text HELP or visit our Privacy Policy and Terms of Service.
- Account Information: Your account has been activated with Hillbilly Hydration. You can now go to our website and click Schedule an appointment to sign in. Reply STOP to opt-out of SMS messaging. Text HELP for help or call (573)284-1776.
- Marketing: Hillbilly Hydration is offering the following deals for you. Please see our membership specials on our website. Call today to secure your deal at (573)284-1776. Reply STOP to opt-out of SMS messaging.

5.3 Opt-in to SMS

You can opt-in to SMS by filling out a website form. The opt-in received will be TEXT JOIN to sign up to receive Notifications from Hillbilly Hydration.

5.4 Message Frequency

Message frequency may vary.

5.5 Standard Messaging Disclosures

- Potential Fees for SMS Messaging: Please be aware, many carriers charge a fee for each message sent or received. This can vary depending on the carriers pricing structure and whether the message is sent domestically or internationally.
- You can opt-out at any time by texting STOP. You will not receive any further messages. Reply START to start receiving messages again.
- For assistance, text HELP or visit our Privacy Policy and Terms of Service.

Use of the Hillbilly Hydration text message-based services (the Service) is subject to the following Terms of Service. These terms constitute a legal agreement (the Service). Please read them carefully.

Hillbilly Hydration will allow several different opportunities, such as entering a phone number online, to opt-in to SMS services. You can cancel the Service at any time. After you send the SMS message STOP to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. If you want to join again, just sign up as you did the first time, and we will start sending SMS messages to you again.

We are able to deliver messages to most major mobile phone carriers. Carriers are not liable for delayed or undelivered messages.

As always, message and data rates may apply for any messages sent to you from us and to us from you, and Hillbilly Hydration is not liable for the cost of any such messages. You will receive recurring messages. If you have any questions about your text plan or data plan, it is best to contact your wireless provider.

You understand that anyone with access to your mobile phone may be able to view the messages you receive when using the Service, and you agree that Hillbilly Hydration will not be liable to you if this occurs.

You understand that you are not required to consent to the Service to receive any other services from Hillbilly Hydration.

By agreeing to these Terms of Service and providing us with your mobile phone number when you opt-in to the Service, you authorize Hillbilly Hydration to contact you by text message at your mobile phone number using an automatic telephone dialing system or device, or any other computer-assisted technology as applicable.

6 Security

We follow generally accepted industry standards to protect the information submitted to us, both during transmission and once we receive it.

If we collect sensitive information (such as credit card data), that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a closed lock icon at the bottom of your web browser, or looking for https at the beginning of the address of the web page.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service) are granted access to personally identifiable information. The computers/servers in which we store personally identifiable information are kept in a secure environment.

7 Cookies

We use cookies on this site. A cookie is a piece of data stored on a site visitors hard drive to help us improve your access to our site and identify repeat visitors to our site. For instance, when we use a cookie to identify you, you would not have to log in a password more than once, thereby saving time while on our site. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site. Usage of a cookie is in no way linked to any personally identifiable information on our site.

8 Sharing

We will not sell or otherwise provide the information we collect to outside third parties for the purpose of direct or indirect mass email marketing.

We will disclose personal information and/or an IP address, when required by law or in the good-faith belief that such action is necessary to:

- Cooperate with the investigations of purported unlawful activities and conform to the edicts of the law or comply with legal process served on our company.
- Protect and defend the rights or property of our Website and related properties.
- Identify persons who may be violating the law, the rights of third parties, or otherwise misusing our Website or its related properties.

Please keep in mind that whenever you voluntarily disclose personal information online for example through e-mail, discussion boards, or elsewhere that information can be collected and used by others. In short, if you post personal information online that is accessible to the public, you may receive unsolicited messages from other parties in return.

Ultimately, you are solely responsible for maintaining the secrecy of your personal information. Please be careful and responsible whenever you are online.

9 Links

This Website may contain 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.

10 Surveys & Contests

From time-to-time our site may request information via surveys or contests. Participation in these surveys or contests is completely voluntary and you may choose whether or not to participate and therefore disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

11 Consent

By using this Website, you consent to the collection and use of information as specified above. If we make changes to our Privacy Policy, we will post those changes on this page. Please review this page frequently to remain up-to-date with the information we collect, how we use it, and under what circumstances we disclose it. You must review the new Privacy Policy carefully to make sure you understand our practices and procedures.

If you feel that we are not abiding by this privacy policy, you should contact us immediately via telephone at (573)284-1776 or via mail Attn: Privacy Officer, 5402 Bus 50 W. Unit 1, Jefferson City, MO 65109.