

Privacy Policy

Effective Date: 1/1/2026

Last Updated: 1/1/2026

This Privacy Policy describes how Innova Rx Inc., doing business as Cedarmak Pharmacy (“Cedarmak Pharmacy,” “we,” “us,” or “our”) collects, uses, discloses, and protects personal information, and explains the rights of California residents under the California Consumer Privacy Act, as amended by the California Privacy Rights Act (collectively, the “CCPA”).

This Privacy Policy applies to personal information we collect through our website, mobile applications, mail-order pharmacy services, subscription pharmacy programs, customer service interactions, and other business operations (collectively, the “Services”).

1. Scope of This Privacy Policy

This Privacy Policy applies to California residents acting as consumers, patients, customers, website visitors, or business contacts.

HIPAA Notice

Certain health information we collect is governed by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and related state laws. Where information is subject to HIPAA, HIPAA—not the CCPA—controls. This Privacy Policy does not replace our HIPAA Notice of Privacy Practices, which is provided separately to patients when required by law.

2. Categories of Personal Information We Collect

In the past 12 months, we may have collected the following categories of personal information as defined by the CCPA:

A. Identifiers

- Full name
- Alias or username
- Postal address
- Email address
- Telephone number
- Date of birth
- Account login credentials

- IP address

B. Personal Information Described in Cal. Civ. Code §1798.80

- Payment card information (processed via secure third-party payment processors)
- Billing address
- Transaction history

C. Protected Classification Characteristics

- Age (for eligibility and legal compliance purposes)

D. Commercial Information

- Prescription and non-prescription purchase history
- Subscription plan enrollment details

E. Internet or Network Activity

- Website interaction data
- Device identifiers
- Browser type
- Cookies and analytics data

F. Geolocation Data

- Approximate location derived from IP address

G. Sensitive Personal Information (as defined by CPRA)

- Health-related information not governed by HIPAA
- Account login credentials
- Prescription eligibility data

We do not collect biometric data or precise geolocation data.

3. Sources of Personal Information

We collect personal information from:

- You directly (e.g., when you register, place orders, or contact us)
- Authorized healthcare providers
- Insurance or benefit administrators

- Third-party service providers (e.g., payment processors, shipping carriers)
- Automated technologies (cookies, analytics tools)

4. Purposes for Collecting and Using Personal Information

We use personal information for the following business and commercial purposes:

- Providing pharmacy and prescription services
- Processing orders, subscriptions, and payments
- Verifying identity and eligibility
- Communicating regarding prescriptions, refills, and customer service
- Maintaining legal and regulatory compliance
- Fraud prevention and security
- Website functionality and analytics
- Improving our services
- Responding to lawful requests from regulators or law enforcement

We do not use sensitive personal information to infer characteristics about consumers.

5. Disclosure of Personal Information

In the past 12 months, we may have disclosed personal information to the following categories of recipients for business purposes:

- Payment processors
- Shipping and logistics providers
- IT and cloud service providers
- Customer support platforms
- Compliance, audit, and legal service providers
- Healthcare providers and benefit administrators (where authorized)

We require service providers to use personal information only as necessary to perform contracted services and to maintain appropriate security safeguards.

6. Sale or Sharing of Personal Information

Cedarmak Pharmacy does not sell personal information as defined by the CCPA.

We also do not share personal information for cross-context behavioral advertising.

Accordingly, we do not offer a “Do Not Sell or Share My Personal Information” link.

7. Data Retention

We retain personal information only as long as reasonably necessary to:

- Provide our services
- Comply with legal, regulatory, and record-keeping obligations
- Resolve disputes
- Enforce agreements

Retention periods vary depending on the type of information and applicable law.

8. Your California Privacy Rights

California residents have the following rights under the CCPA:

A. Right to Know

You may request disclosure of:

- Categories of personal information collected
- Sources of personal information
- Business purposes for collection
- Categories of third parties with whom information is shared
- Specific pieces of personal information collected

B. Right to Delete

You may request deletion of personal information, subject to legal exceptions (e.g., pharmacy record retention laws).

C. Right to Correct

You may request correction of inaccurate personal information.

D. Right to Limit Use of Sensitive Personal Information

You may request that we limit the use and disclosure of sensitive personal information to what is necessary to provide services or comply with law.

E. Right to Non-Discrimination

We will not discriminate against you for exercising your CCPA rights.

9. How to Submit a CCPA Request

You may submit a privacy request by:

- Email: privacy@cedarmak.com
- Mail:
Cedarmak Pharmacy
Attn: Privacy Officer
8737 Beverly Blv Suite 102 West Hollywood, CA 90048

We will verify your identity before fulfilling requests. Authorized agents may submit requests on your behalf with appropriate documentation.

10. Children’s Privacy

Our Services are not directed to children under 13, and we do not knowingly collect personal information from children under 13 except as permitted by law for pharmacy services.

11. Cookies and Tracking Technologies

We use cookies and similar technologies to:

- Enable website functionality
- Analyze website usage
- Improve user experience

You may control cookies through your browser settings. Disabling cookies may affect functionality.

12. Data Security

We implement administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, use, or disclosure. However, no system is 100% secure.

13. Changes to This Privacy Policy

We may update this Privacy Policy periodically. Changes will be posted on our website with a revised “Last Updated” date.

14. Contact Us

If you have questions about this Privacy Policy or our privacy practices, please contact:

Cedarmak Pharmacy
Attn: Privacy Officer
Email: info@cedarmak.com
Phone: (424) 303-7860