



Medella Health

# Privacy Policy

## Introduction

The following Privacy Policy describes the online and offline information collection practices of Medella Health USA Inc. and Medella Health Limited (“we”, “Flowpresso,” or “us”). It outlines the types of information that we gather about you while you are using the flowpressousa.com, flowpresso.co.nz, flowpresso.com.au, and/or the lymphcentral.com websites (the “Site”), as well as information collected through other interactions, including events, communications, and purchases, and how we use this information.

By accessing or using our Site or providing your information to us, you acknowledge that you have read and understood this Privacy Policy.

Because the Web is a constantly changing and evolving medium, we may update this Privacy Policy from time to time. When we do, we will revise the Effective Date and post the updated policy on this page. Your continued use of the Site after any updates constitutes your acceptance of those changes.

## How We Collect and Use Information

We may collect and store personal information that you voluntarily provide to us both online and offline, including when you:

- register on our Site
- purchase products or services
- attend events or demonstrations
- communicate with us via email, phone, SMS, or social media

This information may include:

- name
- email address
- phone number
- postal address
- payment information (processed securely by third-party payment providers)

We also collect information automatically when you use the Site, including:

- IP address
- browser type
- device information
- pages visited and usage behavior



## Medella Health

We use cookies, web beacons, and similar technologies to enhance your experience, analyze traffic, and support advertising efforts.

We use your information for the following purposes:

- to provide products and services
- to communicate with you
- to personalize user experience
- to improve our Site and marketing efforts
- to send marketing and promotional communications (subject to your preferences)
- to conduct targeted advertising and audience matching (see below)

### **Customer Match and Targeted Advertising**

We may use customer data to participate in advertising programs such as Customer Match and Custom Audiences offered by third-party platforms including Google and Meta. These programs allow us to:

- show advertisements to existing customers
- exclude existing customers from certain campaigns
- identify and reach new audiences with similar characteristics

For these purposes, we may share limited personal information such as your name, email address, phone number, and/or postal code. This information is hashed (a one-way encryption process) before transmission.

The platforms use this hashed data solely to match it against their own user data. Information that does not match is discarded. The data is not shared in its original readable form and is not used for unrelated purposes.

We do not sell your personal information.

You may opt out of targeted advertising by contacting us or by adjusting your advertising preferences through platform settings (e.g., Google or Meta).

### **Sharing of Information**

We may share your information with:

- service providers and contractors who assist in operating our business
- payment processors
- advertising and marketing partners
- analytics providers

We only share information as necessary for business purposes and require third parties to protect your information.



## Medella Health

We do not sell personal information as defined under applicable U.S. privacy laws.

We do not knowingly share personal information of individuals under 16 without appropriate consent.

### **Your U.S. and California Privacy Rights**

If you are a resident of California, you may have rights under the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA), including the right to know what personal information we collect, use, and disclose; request access to your personal information; request deletion of your personal information; correct inaccurate personal information; opt out of the “sale” or “sharing” of personal information (including for targeted advertising purposes); and limit the use of sensitive personal information where applicable.

While we do not sell personal information for monetary compensation, we may share certain information with advertising partners as described in this Privacy Policy. You have the right to opt out of such sharing at any time by contacting us at the email address below or by using any “Do Not Sell or Share My Personal Information” link where available.

To exercise your rights, please contact us using the details provided below. We will not discriminate against you for exercising your rights.

### **SMS Opt-In Policy**

When you provide your phone number and agree to receive SMS communications, you consent to receive recurring marketing and promotional messages.

Message frequency may vary. Consent is not a condition of purchase.

We collect:

- phone number
- message content

We do not sell or share your phone number for third-party marketing purposes without your consent.

You may opt out at any time by replying STOP.

After you opt out, you will no longer receive promotional or marketing text messages, but we may still send transactional texts if required (e.g., regarding an ongoing order or service request).



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### **Message and Data Rates**

Message and data rates may apply to SMS messages, depending on your mobile carrier's pricing and your mobile service agreement. We accept no responsibility for these charges.

### **Email Communications**

We may send you marketing, promotional, and transactional emails if you provide your contact information to us, including through purchases, event registrations, or inquiries.

All marketing emails we send include an unsubscribe link. You may opt out of email communications at any time by clicking the unsubscribe link included in our messages.

Please note that even if you opt out of marketing emails, we may still send you transactional or service-related communications (such as order confirmations or important updates).

### **Cookies and Tracking Technologies**

We use cookies and similar technologies to:

- improve user experience
- analyze Site usage
- support advertising

You may control cookies through your browser settings. Some features of the Site may not function properly if cookies are disabled.

### **Third-Party Advertising and Analytics**

We use third-party analytics and advertising services, including Google Analytics, Google Ads, and services provided by Meta, to understand user behavior and deliver relevant advertising.

These services may include features such as:

- Remarketing and retargeting
- Display advertising and impression reporting
- Demographics and interest reporting
- Audience segmentation and performance measurement

These providers may use first-party cookies (set by us) and third-party cookies or other identifiers (set by them) together to collect information about your interactions with our Site and other websites. This information helps us improve our marketing, measure campaign effectiveness, and deliver advertisements that are more relevant to you.



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We may also use this data to contact you with reminders (for example, if you begin but do not complete a purchase or inquiry), where permitted by law.

You can control or opt out of certain advertising features by:

- adjusting your browser settings
- visiting Google Ads Settings
- visiting the Network Advertising Initiative opt-out page
- adjusting your preferences on Meta platforms

### **Facebook / Meta Advertising**

We may collect and use data from advertising interactions on Meta platforms in accordance with their policies.

We use such data in accordance with applicable platform policies and primarily in aggregated or anonymized form to measure performance and improve advertising effectiveness.

### **Sensitive Personal Information**

We do not use or disclose sensitive personal information for purposes other than those permitted under applicable law (such as providing requested services or ensuring security).

### **Children's Privacy**

This Site is not intended for children under 13, and we do not knowingly collect personal information from children under 13.

If we become aware that we have inadvertently collected personal information from a child under 13, we will promptly delete such information from our records.

If you are a parent or guardian and believe that your child has provided personal information to us, you may contact us using the information below to request access to or deletion of that information.

We do not knowingly allow children under 13 to make their personal information publicly available through our Site, nor do we condition participation in any activity on the disclosure of personal information.

### **Data Retention and Storage**

We store personal information using secure systems and service providers, including cloud-based platforms, customer relationship management systems, and marketing tools, to operate our business and deliver our services.



## Medella Health

Access to personal information is limited to employees, contractors, and service providers who require it for legitimate business purposes and are subject to confidentiality obligations.

We implement reasonable administrative, technical, and physical safeguards designed to protect your personal information from unauthorized access, use, or disclosure. However, no method of transmission over the Internet or electronic storage is completely secure.

In the event of a data breach affecting your personal information, we will take appropriate steps in accordance with applicable laws.

We retain personal information only for as long as necessary to fulfill the purposes described in this Privacy Policy, including to comply with legal, accounting, or reporting obligations, unless a longer retention period is required or permitted by law.

### **International Users and European Privacy Rights (GDPR)**

If you are located in the European Economic Area (EEA), United Kingdom, or Switzerland, you may have certain rights under the General Data Protection Regulation and applicable data protection laws. These rights may include the right to:

- access your personal data
- request correction of inaccurate data
- request deletion of your data (“right to be forgotten”)
- restrict or object to certain processing activities
- request data portability

We process personal data where we have a lawful basis to do so, which may include your consent, the performance of a contract, our legitimate business interests, or compliance with legal obligations.

If you wish to exercise any of these rights, please contact us using the details provided below. We will respond in accordance with applicable data protection laws.

Please note that your information may be transferred to and processed in countries outside your jurisdiction, including the United States, which may have different data protection laws than your country of residence.

### **Changes to This Policy**

We may update this policy at any time. Updates will be posted on this page on our Site.

### **Contact Information**

If you have any questions or wish to exercise your privacy rights, please contact:

[max@flowpressousa.com](mailto:max@flowpressousa.com)



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**Policy effective date:** 24 April 2026