



Privacy Policy

Effective Date	January 1, 2026
Entity	BIRTHUP, INC.

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BirthUp respects your privacy. This Privacy Policy explains how BirthUp collects, uses, discloses, and protects personal information through its website, platform, provider directory, events, communications, and related services.

1. Information We Collect

We may collect:

A. Information You Provide

- name
- email address
- phone number
- account details
- city/state
- provider inquiry details
- event registration details
- messages sent through the Platform
- provider application information
- photos, bios, credentials, websites, social links, and other profile content
- payment and billing details through our payment processors

B. Information Collected Automatically

- IP address
- device information
- browser type
- operating system
- pages viewed
- referring URLs
- clicks and interactions
- session and usage data
- approximate location based on IP
- cookie and similar tracking data

C. Information From Third Parties

- analytics providers
- advertising platforms
- payment processors
- social login providers
- business partners
- user referrals

- publicly available professional information for provider verification

2. How We Use Information

We may use information to:

- operate and improve the Platform;
- create and manage accounts;
- process transactions and subscriptions;
- publish and manage provider listings;
- verify providers and credentials;
- communicate with users and providers;
- personalize content and search results;
- send newsletters, promotions, and service messages;
- analyze traffic, engagement, and performance;
- detect fraud, abuse, and security issues;
- enforce our terms and policies;
- comply with legal obligations.

3. Health-Related Information

BirthUp is not intended to collect medical records unless expressly stated otherwise. Please do not submit highly sensitive medical information through open forms, comments, reviews, or community areas. If BirthUp later offers features involving health-related information, additional consents, notices, or terms may apply.

4. How We Share Information

We may share information:

- with service providers that help us host, operate, analyze, market, process payments, and support the Platform;
- with providers when users request information, make inquiries, or choose to connect;
- with advertising, analytics, and social media partners, subject to your settings and applicable law;
- with legal, compliance, or law enforcement authorities when required;
- in connection with a merger, acquisition, financing, or sale of assets;
- with your consent or at your direction.

We do not sell personal information in exchange for money. However, some privacy laws may treat certain analytics or advertising sharing as a “sale,” “sharing,” or targeted advertising.

5. Cookies and Tracking

BirthUp may use cookies, pixels, SDKs, web beacons, and similar technologies to remember preferences, keep users signed in, understand usage, measure ad performance, and improve services. For more details, see the Cookie and Tracking Disclosure.

6. Marketing Communications

You may opt out of promotional emails by using the unsubscribe link in those emails. We may still send transactional or service-related communications.

7. Data Retention

We retain personal information for as long as reasonably necessary for business, contractual, legal, security, and operational purposes.

8. Security

We use reasonable administrative, technical, and organizational safeguards. However, no internet transmission or storage system is completely secure, and we cannot guarantee absolute security.

9. Children's Privacy

BirthUp is not directed to children under 13. We do not knowingly collect personal information from children under 13 without legally sufficient authorization.

10. Your Rights

Depending on your location, you may have rights to access, correct, delete, or limit use of your personal information, or opt out of certain uses. To exercise available rights, contact us at withbirthup@gmail.com.

11. State-Specific Rights

If applicable law requires additional state-specific disclosures, opt-out rights, or consent rights, BirthUp will comply as required.

12. International Users

BirthUp is based in the United States and information may be processed in the United States.

13. Changes to this Policy

We may update this Privacy Policy from time to time by posting a revised version with a new Effective Date.

14. Contact

BirthUp Privacy Team

withbirthup@gmail.com

112 Town Center Drive, Warren, NJ 07059