BEYOND BABY MD LLC

Privacy Policy

Effective December 1, 2026

At a glance

Beyond Baby MD gives women evidence-based education about recovering after childbirth. Your privacy is part of that care. Here is the short version:

- **We do not sell your information.** We never sell or rent your personal data or the questions you ask.
- **We collect only what we need.** That means your account details, membership and payment status, the questions you ask our AI education engine, and basic website data.
- **Your AI questions are kept private.** The engine sees a coded member ID, not your name. AI providers process questions under contracts that don't allow them to use your data to train their models.
- **We are an education service, not your doctor.** Beyond Baby MD doesn't provide medical care, so this policy is not a HIPAA notice. Appointments and care are provided by our affiliated practice, Boston Urogyn, LLC, and your medical records are covered by the Boston Urogyn Notice of Privacy Practices.
- **You're in control.** You can see, correct, download or delete your data, and you can unsubscribe from marketing at any time.
- **Health data:** if you live in Washington or Nevada, see our Consumer Health Data Privacy Policy.
- **Questions?** Email privacy@beyondbabymd.com.

Full Privacy Policy

1. Who we are and what this policy covers

Beyond Baby MD LLC ("Beyond Baby MD," "we," "us") provides postpartum education through our website (beyondbabymd.com), the Beyond Baby MD Plus membership, our AI education engine, our mobile app, our pelvic floor physical therapist (PT)

finder, our books and our events (together, the “Services”). This policy explains what information we collect, how we use and share it, and the choices you have.

The Services are for education only. We do not diagnose, treat or provide medical care, and using the Services does not create a doctor–patient relationship. Appointments and clinical care are provided by our affiliated practice, Boston Urogyn, LLC. If you are a patient there, your medical records are protected by HIPAA and described in the Boston Urogyn Notice of Privacy Practices, not this policy.

2. Information we collect

Information you give us

- Account and contact details: name, email address, phone number, ZIP code, and mailing address (for example, to ship your free book).
- Newsletter and contact forms: your name, email address, ZIP code, where you are in pregnancy or the first year after birth, and anything you write in a message.
- Membership and purchase details: plan, renewal date and order history. Card payments are processed by our payment processor. We do not store your full card number.
- Questions and feedback: questions you ask the AI education engine, ratings on answers, survey and quiz responses, and messages to support.
- Event registration: details you give to register for the annual Beyond Baby MD meeting, such as virtual or in-person attendance.
- Age confirmation: your confirmation that you are 18 or older.

Information collected automatically

- Device and usage data: IP address, browser and device type, operating system, pages viewed, referral source, and time on page.
- Engine usage data: number of questions asked, topics, response times, and safety-message events (for example, when an answer told you to call 911 or your clinician).
- Cookies and similar technologies: see our Cookie Policy.

Health-related information

Your questions may describe symptoms, pregnancy, delivery or other health details. We treat this as **consumer health data** and protect it with extra safeguards. We use it only to answer your question, keep you safe, and improve the accuracy of our

educational content. We do not use it for advertising, and we do not share it with advertisers.

3. How we use information

- Provide the Services, including your membership, the AI education engine, the app, the PT finder, book fulfillment and event admission.
- Process payments, renewals and refunds.
- Show safety messages when a question suggests an urgent problem.
- Keep the Services secure, prevent fraud and abuse, and enforce our Terms of Use.
- Improve accuracy and quality. Our clinical team reviews coded (de-identified) question samples to check answers against the book and medical evidence.
- Send service messages such as receipts and renewal reminders, and marketing emails you can opt out of.
- Comply with the law.

4. How the AI education engine handles your questions

- **Coded identity:** the engine receives a coded member ID and membership tier from our membership system. It does not receive your name, email or payment details.
- **What answers are based on:** answers come only from Beyond Baby MD content written and reviewed by our clinicians.
- **AI processing:** questions are sent to OpenAI over an encrypted connection and processed in the United States. Under OpenAI's business terms, your questions are not used to train its models. OpenAI may keep questions for up to 30 days only to monitor for abuse, and then deletes them.
- **Storage:** questions and answers are stored in encrypted databases (MongoDB Atlas and Amazon Web Services) in the United States. They are kept for 12 months and then deleted or permanently de-identified.
- **Do not enter identifying details** such as your name, date of birth or your doctor's name in a question. The engine doesn't need them.

New tools: before we add any new AI, analytics or other technology that touches your information, we review it for privacy, security and legal requirements. If a new tool changes how we use your data in a significant way, we update this policy first.

5. How we share information

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

We share information only with:

- Service providers that run the Services for us under contracts requiring confidentiality and security. They fall into these categories: website hosting and security; membership, checkout and payment processing; email and text messaging; customer relationship management; AI processing for the education engine; encrypted data storage; and cookieless website analytics.
- Our affiliated practice, Boston Urogyn, LLC, only when you ask to schedule an appointment, so it can contact you and provide your care.
- PT finder listings, only if you choose to contact a listed therapist. We don't send your questions to therapists.
- Legal and safety: when required by law or court order, or to protect someone's safety.
- Business transfers: a successor if Beyond Baby MD is merged or sold. The successor must keep honoring this policy.

Text messages. If you agree to receive text messages, we use your mobile number only to send the messages you agreed to, such as replies to your inquiry and appointment confirmations and reminders. Message frequency varies, and message and data rates may apply. Reply STOP to opt out or HELP for help at any time.

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. Text messaging originator opt-in data and consent are not shared with any third parties. Information sharing to subcontractors in support services, such as customer service, is permitted. All other use-case categories exclude text messaging originator opt-in data and consent.

6. Data security

We use encryption in transit and at rest, multi-factor authentication on administrator accounts, least-privilege access, and audit logging. No system is perfectly secure. If a breach affects your information, we will notify you as required by law.

7. How long we keep data

- Account and purchase records: for as long as your account is active, plus 7 years for tax and accounting.
- AI questions and answers: 12 months, then deleted or permanently de-identified.
- Marketing contacts: until you unsubscribe.
- Website logs: 90 days.

8. Your rights and choices

Depending on where you live, you may have the right to:

- Access or download your information
- Correct it
- Delete it
- Withdraw consent to processing your consumer health data
- Opt out of marketing
- Appeal a decision we make about your request

To make a request, email privacy@beyondbabymd.com with the subject line “Privacy request.” We will verify your identity and respond within the time the law requires, usually 30 to 45 days. We will not treat you differently for using your rights.

- **Marketing:** use the unsubscribe link in any email, or reply STOP to texts.
- **Cookies:** see our Cookie Policy. We honor Global Privacy Control signals.

9. State-specific notices

Residents of California, Washington, Nevada, Connecticut and other states with consumer privacy or consumer health data laws have the rights described in Section 8. Washington and Nevada residents: see our Consumer Health Data Privacy Policy, which is also linked from every page of our website.

10. Children

The Services are for adults 18 and older. We do not knowingly collect information from anyone under 18. If you believe a minor has given us information, contact us and we will delete it.

11. Links to other sites

The PT finder, book retailers and other links may take you to sites we don’t control. Their privacy policies apply there.

Google Maps on the PT finder. Maps on the PT finder come from Google. The results map loads only after you search, and a therapist’s map only when you tap Show map. When a map loads, your browser connects to Google, which receives your IP address, browser and device details, the website you’re on, and the area the map shows. Google may also set or read cookies. Google handles that information under the Google Privacy Policy. We don’t send Google your name, your contact details, your

ZIP code or the condition you searched for. Practice ratings are fetched by our server, which sends Google only the practice's Google place ID, so your browser doesn't contact Google for them.

12. Changes to this policy

When we make changes, we update the effective date. If the changes are significant, we notify members by email before they take effect.

13. Contact us

Beyond Baby MD LLC · 841 Worcester Road, PMB 321, Natick, MA 01760 · privacy@beyondbabymd.com · 781-725-6262