

# Ruana Privacy Policy

Effective Date: August 18, 2025

Last Updated: February 12, 2026

## 1. Who We Are

Ruana LLC, Principal Office: 548 MARKET ST #228047, San Francisco, CA 94104, USA. Incorporated in California, United States. Registered Agent: United States Corporation Agents, Inc.

## 2. Who Uses Ruana

Practitioners and Clinics (account owners and administrators), Staff and Assistants (practice support roles), and Patients (limited access for booking appointments and completing intake forms).

## 3. Information We Collect

We collect personal information from practitioners, clinics, and staff including name, email, contact details, login credentials, billing/payment information, and practice records (SOAP notes, invoices, reports). From patients: name, email, contact details, health questionnaires, symptom forms, insurance details, and appointment history.

## 4. Patient Health Information

Subscribers (clinics or practitioners) are the data controllers. Ruana acts as a data processor. Any patient health information (e.g., questionnaires, SOAP notes) is entered by the patient or practitioner. Subscribers remain solely responsible for compliance with privacy and health data laws (HIPAA, GDPR, PHIPA, or equivalent).

## 5. How We Use Information

We use information to provide and maintain the platform, facilitate scheduling, reminders, and billing, enable practitioners to manage patient care records, process payments, provide customer support, comply with legal obligations, and improve services. We do not sell or rent personal information.

## 6. AI Use

Ruana uses an AI-powered customer support chatbot via Intercom for general account and product questions. The chatbot does not access or process patient records or sensitive health data. Ruana does not otherwise use AI or third-party language models for processing patient information.

## 7. Analytics, Cookies, and Tracking

Ruana uses Google Analytics, Google Ads, Facebook Ads (Meta Pixel), and cookies for analytics and advertising. Cookies help us understand usage patterns and improve the Service. Users may control

cookie settings through their browser. We do not use session recording or web beacons beyond basic tracking.

## **8. Cross-Border Data Transfers**

Data is stored on AWS. By default, data is assigned to the region nearest the user's timezone. Users may request EU, US, or Canada storage. In some cases, third-party services may process data outside your selected region with safeguards such as Standard Contractual Clauses (SCCs).

## **9. Data Retention**

Data is retained for the duration of the subscription. After account closure, data is retained for 90 days to allow export, then permanently deleted unless required by law. Backups may persist temporarily for disaster recovery but are also deleted after retention periods expire.

## **10. User Rights**

Depending on your jurisdiction, you may have the right to access, correct, delete, restrict, or object to processing of your data; request data portability; withdraw consent; or file a complaint. Subscribers manage patient data access requests. Ruana will support clinics in fulfilling these obligations under GDPR, HIPAA, PHIPA, or equivalent laws.

## **11. Third-Party Service Providers**

We use trusted providers: AWS (hosting), Intercom (support), Stripe (payments), Cronofy (calendar sync), Twilio (SMS and transactional email). These providers only process data as needed and are contractually bound to protect it.

## **12. Breach and Security Notifications**

Ruana maintains audit logs for system access, security events, and breaches. In the event of a security incident involving personal data, we will notify affected Subscribers and regulators as required by law.

## **13. Security**

We use administrative, technical, and physical safeguards including encryption, secure AWS infrastructure, role-based access, and audit logging. Security practices are regularly reviewed to align with industry standards.

## **14. Children's Privacy**

Ruana is not intended for individuals under 18 years of age. Any minor patient data must be entered and managed by the practitioner with parental or guardian consent.

## **15. Changes to This Policy**

We may update this policy from time to time. Users will be notified of material changes by email or platform notifications. Continued use of Ruana after changes constitutes acceptance.

## **16. Contact Us**

Ruana LLC, 548 MARKET ST #228047, San Francisco, CA 94104, USA. Email: [rouzbeh.noroozy@getruana.com](mailto:rouzbeh.noroozy@getruana.com)

## **17. SMS Communications**

If you provide your phone number and expressly opt in to receive SMS communications from Ruana, you may receive informational and transactional text messages related to your account, including appointment confirmations, reminders, booking notifications, billing alerts, and service-related updates.

Message frequency will vary depending on account activity and service usage. Message and data rates may apply.

You may opt out of receiving SMS messages at any time by replying STOP to any message. For assistance, reply HELP or contact us at [support@getruana.com](mailto:support@getruana.com) .

Consent to receive SMS communications is not a condition of purchase or subscription.

Ruana does not sell, rent, or share phone numbers with third parties for their marketing purposes.

SMS services are provided through trusted third-party providers, including Twilio, who process information only as necessary to deliver messaging services.