

PRIVACY POLICY

Last Updated: November 2025

This Privacy Policy explains how XCell Matrix (“we,” “our,” or “us”) collects, uses, discloses, and protects information obtained from visitors to our website and users of our products, services, or digital forms. We are committed to protecting your privacy and handling your information responsibly, especially in clinical, medical, and performance environments.

1. Information We Collect

1.1 Personal Information

We may collect personal information that you voluntarily provide, including:

- Full name
- Email address
- Phone number
- Company name
- Professional role
- Any information submitted through demo request or contact forms

1.2 Technical & Usage Information

We automatically collect information such as:

- IP address
- Browser and device type
- Pages viewed and time spent on the site
- Cookies and tracking technologies

1.3 Clinical or Professional Use Information

We may collect non-sensitive information such as:

- Clinic type or specialty
- Intended use cases
- Non-identifiable performance context

We do not collect or store Protected Health Information (PHI).

2. How We Use Your Information

We may use information to:

- Respond to demo requests
- Provide product information, support, and training
- Improve website and product performance
- Communicate updates or resources

- Analyze site activity and marketing effectiveness
- Maintain regulatory compliance

We do not sell personal information.

3. How We Share Information

We may share information with:

- Trusted third-party service providers
- Authorized partners or distributors
- Legal authorities when required

All third parties must handle information securely. We do not share information with advertisers.

4. Cookies & Tracking Technologies

Our website may use cookies and analytics tools to improve functionality and understand usage. Cookies may be disabled in browser settings.

5. Data Security

We implement administrative, technical, and physical safeguards to protect information. XCell Matrix is not a HIPAA-covered entity and does not store PHI.

6. Your Rights & Choices

You may request access, correction, deletion, or opt-out of communications by contacting us at josh@xcellmatrix.com.

7. External Links

We are not responsible for privacy practices of external websites linked from our site.

8. Children's Privacy

Our website and services are not intended for individuals under 18. We do not knowingly collect information from minors.

9. Changes to This Policy

We may update this Privacy Policy periodically. Updates will appear on this page with a revised date.

10. Contact Us

XCell Matrix

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