

Privacy Policy

Effective date: August 14, 2025

Vitalum project ("Vitalum", "company", "project", "us", "we", or "our") operates the <https://vitalum.io> website (the "Service").

This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data.

We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms and Conditions, accessible from <https://vitalum.io>.

Personal information we may collect

For the purpose of this Privacy Policy, "Personal Information" means any information relating to an identified or identifiable individual. We obtain Personal Information relating to you from various sources described below.

Where applicable, we indicate whether and why you must provide us with your Personal Information, as well as the consequences of failing to do so. If you do not provide Personal Information when requested, you may not be able to benefit from our Service if that information is necessary to provide you with the service or if we are legally required to collect it.

Types of Data Collected

Personal Data

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

- Email address, first name and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City
- Cookies and Usage Data

Usage Data

We may also collect information on how the Service is accessed and used ("Usage Data"). This may include details such as your IP address, browser type and version, the pages of our Service visited, the time and date of your visit, time spent on those pages, unique device identifiers, and other diagnostic data.

Tracking & Cookies Data

Cookies are files with a small amount of data, often including a unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies such as beacons, tags, and scripts may also be used.

We use cookies for:

- Session management
- Remembering preferences
- Social media features (e.g., Like buttons)
- Advertising and targeting
- Security purposes

If you do not accept cookies, you may not be able to use some portions of our Service.

How we may use your personal information

We may use your Personal Information to:

- Create and manage your account, process payments, and respond to inquiries.
- Authenticate accounts and communicate with you about operations, security, or service updates.
- Tailor our Service to your preferences.
- Publish content, comments, or messages on social media platforms.

- Provide tailored advertising for Vitalum services.
- Aggregate information for analytics.
- Provide customer support.
- Improve our business, products, and services.
- Send marketing communications and promotional offers.
- Ensure the security of our Service.
- Comply with legal obligations.

Transfer of Data

Your information may be transferred to and maintained on computers outside of your state, province, or country. By providing your data, you consent to this transfer. Vitalum takes all reasonable steps to protect your data.

Disclosure of Data

We may disclose your Personal Information to:

- Service providers (e.g., hosting, analytics, billing, database management).
- Government or law enforcement, when legally required.
- In connection with a merger, acquisition, or bankruptcy.
- Affiliates and business partners, where necessary.

Data Security

We use commercially acceptable means to protect your data but cannot guarantee absolute security.

Analytics

We may use third-party analytics providers, such as Google Analytics, to monitor and analyze Service usage.

Children's Privacy

Our Service does not address anyone under the age of 18. If we become aware of data collected from a child, we will delete it immediately. Parents or guardians may contact us at [**info@vitalum.io**](mailto:info@vitalum.io).

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any material changes will be communicated via our Site or email. Continued use of our Service constitutes acceptance of changes.

Contact Us

If you have questions about this Privacy Policy, please contact us:

By email: [**info@vitalum.io**](mailto:info@vitalum.io)