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Privacy Policy

Effective Date: July 2026

LIO Mobility respects your privacy. This Privacy Policy explains what information we collect when you visit our website, how we use that information, and the choices you have about the way your information is collected and used.

This Privacy Policy may change from time to time. If we update it, we will post the updated version on this page with a new effective date.

Information We Collect

You may visit our website without directly identifying yourself. We also collect information that you choose to provide to us through website forms or other communications.

For example, if you use our contact form, we may collect your name, email address, phone number, and the information you include in your message. If you request an estimate, we may collect your name, email address, phone number, city, state, preferred method of contact, product or service needed, and any additional information you choose to provide.

Because we provide medical mobility equipment and related products or services, information you submit may reveal personal information about your mobility needs, accessibility needs, product interests, or other personal circumstances. Please do not submit medical records, diagnosis information, insurance information, Social Security numbers, payment card information, or other sensitive information through our website forms unless we specifically ask for it through a secure method.

Information Collected Automatically

When you visit our website, we may automatically collect certain technical and usage information. This may include your IP address, browser type, device information, operating system, referring website, pages visited, links clicked, search activity, general location information, and information about how you interact with our website.

We use this information to operate the website, measure website traffic, understand how visitors use the website, improve content and performance, troubleshoot issues, and support our marketing efforts.

We do not treat automatically collected information as anonymous if it can reasonably be linked to a person, browser, device, household, form submission, or other identifiable activity.

Cookies, Analytics, and Advertising Tools

Our website uses cookies, tags, pixels, analytics tools, and similar technologies. Cookies are small files that are placed on your browser or device and allow a website or service provider to recognize your browser or device.

We use Google Tag Manager and Google Analytics 4. These tools may help us collect and analyze information such as standard page views, website events, scrolls, outbound clicks, site searches, device information, general location information, demographics and interests, and advertising performance. We may also use Google Analytics features such as Google Signals, Advertising Reporting Features, Demographics and Interests Reports, granular location and device data, remarketing, and, in specific cases, User ID functionality.

Google may process information collected through these tools according to Google's own privacy policies and terms. You can learn more about how Google uses information from sites and apps that use its services at: <https://policies.google.com/technologies/partner-sites>.

You may control cookies through your browser settings. If you disable cookies, some parts of the website may not function properly. You may also use Google's available opt-out tools, including the Google Analytics opt-out browser add-on, where available.

How We Use Information

We use information we collect to respond to inquiries, provide estimates, communicate with you about requested products or services, evaluate and improve our website, understand website traffic and user activity, measure marketing performance, protect our website and business, and maintain business records.

If you provide your contact information, we may use it to follow up with you about your request or to provide information about products or services that may be relevant to your inquiry. You may ask us to stop sending marketing communications by following the instructions in the communication or by contacting us directly.

How We Share Information

We may share information with service providers that help us operate our website, respond to inquiries, manage marketing, analyze website performance, and provide business support. These service providers may include our web company, Blue Fire Media, which may have access to form submissions, and our SEO or marketing company, Pam Ann Marketing, which may have access to Google Tag Manager and Google Analytics information.

We may also share information when required by law, court order, subpoena, or similar legal process; when we believe disclosure is appropriate to protect our rights, safety, property, customers, personnel, or others; to detect or prevent fraud, security issues, or misuse of the website; or in connection with a business transaction such as a merger, sale, financing, reorganization, or transfer of assets.

We do not sell personal information for money. We may use analytics and advertising tools that involve sharing website activity, device information, cookies, or similar identifiers with analytics or advertising providers. Depending on applicable law, this activity may be considered “sharing,” “targeted advertising,” or similar activity.

We do not intentionally disclose the contents of contact forms or estimate request forms to advertising platforms for targeted advertising purposes.

Health-Related Information

Our website allows visitors to request information about medical mobility equipment and related products or services. Information you choose to provide may reveal personal or health-related information about you or another person.

We use information submitted through our forms to respond to your request and provide information about our products and services. We do not ask you to submit medical records or detailed medical history through our website.

We are not a health care provider, health plan, or health care clearinghouse, and this website is not intended to collect protected health information under HIPAA.

Opt-Out Choices

If you do not wish to receive marketing emails from us, you may opt out by following the unsubscribe instructions in the email or by contacting us at **privacy@liomobility.com** and asking to be removed from marketing communications.

You may also control cookies and certain tracking technologies through your browser settings, device settings, and available third-party opt-out tools.

Your Privacy Requests

You may contact us to request that we update, correct, or delete personal information you have provided to us, subject to legal, security, and business recordkeeping needs.

Indiana residents may have additional privacy rights if Indiana privacy law applies to us. These rights may include the right to confirm whether we process your personal data, access certain personal data, correct inaccuracies, delete personal data, obtain a copy of personal data, and opt out of certain targeted advertising, sale of personal data, or profiling activities. If those rights apply, you may submit a request using the contact information below.

Security

We use reasonable administrative, technical, and physical safeguards designed to protect personal information. However, no website, email, or online transmission is completely secure. We cannot guarantee that unauthorized access, use, disclosure, or loss will never occur.

Data Retention

We keep personal information for as long as reasonably necessary to respond to your request, provide products or services, maintain business records, comply with legal obligations, resolve disputes, and protect our rights.

Children's Privacy

Our website is intended for adults and is not directed to children under 13. We do not knowingly collect personal information from children under 13. If we learn that we have collected personal information from a child under 13, we will take appropriate steps to delete it.

Links to Other Websites

Our website may contain links to third-party websites. We do not control those websites and are not responsible for their privacy practices, content, or security. You should review the privacy policies of any third-party websites you visit.

Transfer of Customer Information

Customer information may be considered a business asset. If we merge with another entity, sell or transfer assets, obtain financing, reorganize, or undergo a similar business transaction, information we have collected may be transferred as part of that transaction.

Contact Us

If you have questions about this Privacy Policy or want to submit a privacy request, please contact us at:

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