Privacy Policy

Effective Date: November 20, 2026
Last Updated: November 20, 2026

Mobius Vendor Partners, LLC ("MobiusVP," "we," "us," or "our") respects your privacy and is committed to protecting the personal information entrusted to us.

This Privacy Policy explains how we collect, use, disclose, retain, and protect personal information when you visit **mobiusvp.com**, communicate with us through the website, request information or a demonstration, request materials, inquire about becoming a partner, or otherwise interact with MobiusVP online.

This Privacy Policy applies to information collected through the MobiusVP website and related website interactions. [Home - Onl...back Tools]

1. Information We Collect

Depending on how you interact with us, we may collect the following categories of information.

Information You Provide to Us

You may voluntarily provide personal information when you:

- Contact us or submit an inquiry;
- Request information about our services;
- Request or schedule a product demonstration;
- Request a copy of a book, publication, or other materials;
- Inquire about becoming a CustomerCount partner;
- Communicate with us by email or telephone; or
- Otherwise provide information directly to MobiusVP.

This information may include:

- Name;
- Business or organization name;
- Job title;
- Email address;
- Telephone number;
- Mailing address;
- Information contained in your message or inquiry; and
- Other information you choose to provide.

Information Collected Automatically

When you visit our website, certain information may be collected automatically through cookies and similar technologies. Depending upon the technologies deployed on the website, this may include:

- Internet Protocol (IP) address;
- Browser type;
- Device type;
- Operating system;
- Referring website;
- Pages viewed;
- Links selected;
- Date and time of access;
- Approximate geographic location; and
- Other website usage and diagnostic information.

Collection of information such as IP address, browser/device information, page activity and referral information is typical of website analytics systems and is expressly recognized in privacy guidance. [in.gov]

2. How We Use Personal Information

MobiusVP may use personal information to:

- Respond to inquiries and requests;
- Provide information about MobiusVP products and services;
- Schedule demonstrations or consultations;
- Fulfill requests for books, publications, or other materials;
- Communicate about partnership opportunities;
- Provide and improve our website and services;
- Understand how visitors use our website;
- Diagnose technical or security issues;
- Protect against fraud, misuse, or unauthorized activity;
- Maintain appropriate business records;
- Comply with applicable laws, regulations, legal processes, or governmental requests; and
- Protect the rights, property, security, and interests of MobiusVP, our customers, and others.

We seek to collect personal information appropriate to the purposes for which it is needed. The FTC recommends that businesses collect only what they need, protect the information they retain, and securely dispose of information when appropriate. [ftc.gov]

3. Cookies and Similar Technologies

Our website may use cookies, analytics technologies, or similar tools to operate the site, remember preferences, understand website activity, improve performance, and measure visitor engagement.

Where required by applicable law, we will provide appropriate choices concerning non-essential cookies or similar technologies.

You may also be able to control cookies through your browser settings. Disabling certain cookies may affect the functionality or performance of portions of the website.

4. How We Disclose Information

We may disclose personal information to service providers or other organizations performing services on our behalf, such as providers of:

- Website hosting and administration;
- IT and security services;
- Email and communications;
- Analytics;
- Customer relationship management;
- Marketing or communications support; and
- Other services necessary to operate our business.

We may also disclose information:

- When required by law, subpoena, court order, or other legal process;
- To investigate suspected fraud, security incidents, or other unlawful activity;
- To protect our legal rights or the safety of others;
- In connection with a merger, acquisition, financing, reorganization, sale of assets, or similar business transaction; or
- With your direction or consent.

Our service providers may access personal information only as appropriate to perform services for us and subject to applicable contractual and legal requirements.

5. Sale and Sharing of Personal Information

MobiusVP does **not sell personal information for monetary consideration**.

If MobiusVP engages in activities that constitute "selling" or "sharing" personal information under an applicable state privacy law, including sharing for cross-context behavioral advertising where regulated, we will provide any notice and opt-out mechanism required by that law.

This distinction matters because California law separately provides qualifying consumers a right to opt out of the **sale or sharing** of personal information. [oag.ca.gov]

6. Data Security

We use reasonable administrative, technical, and organizational safeguards designed to protect personal information against unauthorized access, disclosure, alteration, loss, misuse, or destruction.

However, no internet transmission, website, network, or information-storage system can be guaranteed to be completely secure.

Our approach is consistent with the general FTC principle that businesses maintaining personal information should implement safeguards appropriate to the nature and sensitivity of the information they possess. [ftc.gov], [ftc.gov]

7. Data Retention

We retain personal information for as long as reasonably necessary to fulfill the purposes for which it was collected, meet contractual and operational requirements, comply with applicable legal or regulatory obligations, resolve disputes, and enforce agreements.

Retention periods may vary depending on the type of information, the nature of our relationship with you, and applicable legal requirements.

When information is no longer reasonably required, we may delete, anonymize, or otherwise securely dispose of it in accordance with our applicable data-retention practices.

8. Your Privacy Rights

Depending on where you reside and the privacy law applicable to MobiusVP, you may have rights concerning your personal information, including the right to:

- Request access to personal information we maintain about you;
- Request correction of inaccurate information;
- Request deletion of qualifying personal information;
- Obtain certain information concerning our collection, use, and disclosure of personal information;
- Opt out of certain sales, sharing, targeted advertising, or profiling where applicable;
- Limit certain uses of sensitive personal information where applicable; and
- Appeal certain decisions concerning a privacy request where applicable.

For example, California law provides qualifying consumers rights including access/knowledge, deletion, correction, opting out of sale or sharing, limiting certain uses of sensitive personal information, and protection against discrimination for exercising their rights. [oag.ca.gov]

We will not unlawfully discriminate against you for exercising an applicable privacy right.

To submit a privacy request, contact us using the information in the **Contact Us** section below. We may need to verify your identity before completing certain requests.

9. State Privacy Laws

Various U.S. states have enacted comprehensive consumer privacy laws. The specific rights available to you and obligations applicable to MobiusVP may depend upon your state of residence and whether statutory applicability thresholds are met.

Indiana's current privacy guidance specifically identifies the **Indiana Consumer Data Protection Act** as a relevant resource for organizations doing business with individuals in Indiana and recommends that organizations consider requirements in other states where their customers reside. [in.gov]

Where an applicable state privacy law gives you rights beyond those described in this Privacy Policy, MobiusVP will process qualifying requests in accordance with that law.

10. CustomerCount, Patients-Count, and Client Data

MobiusVP's website describes **CustomerCount®** as an online customer feedback management solution and **Patients-Count** as an enterprise feedback management system tailored to healthcare. [Home - Onl...back Tools]

When MobiusVP processes information through these services on behalf of a customer, the customer may determine the purposes and means of processing that information. In those circumstances, MobiusVP may act as a service provider or processor rather than the organization that directly determines how the personal information will be used.

If you have participated in a survey or other feedback program administered on behalf of one of our customers, privacy requests relating to that information may need to be directed to the organization that sponsored the survey or program.

Any separate privacy notices, contractual terms, or data-processing agreements applicable to CustomerCount, Patients-Count, or another MobiusVP service will govern where applicable.

11. Third-Party Websites

Our website may contain links to websites, services, or resources operated by third parties.

MobiusVP does not control the privacy practices of third-party websites. When you leave our website, we encourage you to review the privacy policy of the website or service you visit.

12. Children's Privacy

The MobiusVP website and services are intended for businesses and professional users and are **not directed to children under 13**.

We do not knowingly collect personal information online from children under 13 through our general corporate website. If we become aware that such information has been collected inappropriately, we will take reasonable steps to delete it.

The FTC identifies children's online information as subject to specific protections under the Children's Online Privacy Protection Act (COPPA). [ftc.gov]

13. International Visitors

If you access our website from outside the United States, your personal information may be transferred to, stored in, or processed in the United States or other jurisdictions where our service providers operate.

Where applicable law requires additional protections for an international transfer of personal information, we will use appropriate safeguards.

14. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our business practices, technology, legal obligations, or services.

When we make changes, we will revise the "Last Updated" date at the top of this policy. If required by applicable law, we will provide additional notice regarding material changes.

We encourage visitors to review this Privacy Policy periodically.

15. Contact Us

Questions, concerns, and privacy requests may be directed to:

Mobius Vendor Partners, LLC
3925 River Crossing Parkway, Suite 60
Indianapolis, IN 46240
Phone:**(317) 816-6000**
Email: **contact@customercount.com**
Website: **mobiusvp.com**

The address, telephone number, and published contact information above correspond to the contact information currently displayed on the MobiusVP website.