

# **PRIVACY POLICY**

## **Clinton Medical Office PC**

*Last Updated: January 2025*

### **Introduction**

Clinton Medical Office PC ("we," "us," or "our") is committed to protecting the privacy and security of your personal information. This Privacy Policy describes how we collect, use, disclose, and safeguard your information when you use our healthcare services, visit our website, or communicate with us via SMS/text messaging.

### **Information We Collect**

We may collect the following types of personal information: name, address, email address, phone number (including mobile phone number for SMS communications), date of birth, health insurance information, and medical/health information necessary to provide healthcare services.

### **SMS/Text Messaging Communications**

If you provide your mobile phone number and consent to receive SMS/text messages from us, we may send you text messages related to your healthcare, including but not limited to: appointment reminders and confirmations, telehealth appointment links (such as Zoom video call links), appointment rescheduling notifications, and general practice communications.

Message frequency varies based on your appointments and interactions with our practice. Message and data rates may apply. You may opt out of receiving SMS messages at any time by replying STOP to any message. For help, reply HELP or contact our office directly.

### **How We Use Your Information**

We use your personal information to provide and coordinate your healthcare services, schedule and confirm appointments, send appointment reminders via SMS/text message, provide telehealth services including video consultation links, process payments and insurance claims, communicate with you about your health and treatment, and comply with legal and regulatory requirements.

### **Disclosure of Your Information**

**We do not sell, rent, or share your personal information, including your phone number, to third parties for their marketing purposes.**

We do not share your information with affiliates or third parties for lead generation or marketing purposes.

We may disclose your information only in the following limited circumstances: to healthcare providers involved in your care, to your health insurance company for payment purposes, as required by law or to comply with legal process, and to service providers who assist us in operating our practice (such as appointment scheduling systems), who are bound by confidentiality obligations.

## **HIPAA Compliance**

As a healthcare provider, we comply with the Health Insurance Portability and Accountability Act (HIPAA) and other applicable healthcare privacy laws. Your protected health information (PHI) is handled in accordance with our Notice of Privacy Practices, which is available upon request.

## **Data Security**

We implement appropriate technical and organizational security measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction.

## **Your Rights and Choices**

You have the right to access, correct, or request deletion of your personal information, subject to applicable laws. You may opt out of SMS/text messages at any time by replying STOP. To exercise your rights or ask questions about this policy, please contact our office.

## **Consent to SMS Communications**

By providing your mobile phone number and opting in to receive text messages, you consent to receive SMS communications from Clinton Medical Office PC for appointment-related purposes. Your consent is not a condition of receiving healthcare services.

## **Contact Us**

If you have questions about this Privacy Policy or our privacy practices, please contact us at:

### **Clinton Medical Office PC**

[Your Address]

[Your Phone Number]

[Your Email Address]

## **Changes to This Policy**

We may update this Privacy Policy from time to time. We will notify you of any material changes by posting the updated policy on our website with a new "Last Updated" date.