

Privacy Notice for Middletown Health, Wellness, Chiropractic P.C.

Effective Date: November 11, 2024

1. Introduction

We are Middletown Health, Wellness, Chiropractic P.C., a healthcare provider dedicated to enhancing your wellness. This Privacy Notice outlines how we handle your personal and health information, your rights, and our responsibilities.

2. Types of Information Collected

We may collect the following types of information:

- Personal Health Information (PHI): Name, date of birth, phone number, email address, and address.
- Health Information: Details about your health conditions, treatment plans, and medical history.
- Billing Information: Payment details, insurance information, and financial data.
- Website Data: When using our website, we may collect cookies, IP addresses, and browsing behavior for analytical purposes.

3. Method of Information Collection

We gather your data in the following ways:

- Through forms you complete in the clinic or on our website.
- By phone or during office visits.
- Via electronic communications, such as emails or SMS (with your consent).
- Through automated systems for billing and healthcare operations.

4. Purpose of Data Collection

We collect your data to:

- Provide personalized chiropractic and healthcare services.
- Process payments and handle insurance claims.
- Manage appointments and send reminders (via email, SMS, or phone).
- Improve our services through analytics and feedback.

5. Data Security Measures

We implement robust security protocols to protect your data, including:

- Encryption of sensitive information during transmission.
- Restricted access to personal data, limited to authorized personnel.
- Regular audits and compliance checks to uphold security standards.

6. Data Sharing

We will not share your personal information, including phone numbers or SMS opt-in data, with third parties without your explicit consent unless required for treatment, payment, or healthcare operations.

7. SMS Opt-In and Notification Preferences

We respect your communication preferences.

- Optional SMS Opt-In: You may choose to receive appointment reminders or updates via SMS. Opting into

SMS is voluntary and not mandatory for receiving our services.

- SMS opt-in consent or phone numbers for SMS purposes will NOT be shared with third parties or affiliates for marketing purposes.

- Opt-Out Option: You can opt out of SMS notifications at any time by contacting us or replying "STOP" to any message.

8. Your Rights Regarding Personal and Health Information

You have the following rights:

- Right to Access: View or obtain a copy of your health and personal records.

- Right to Amend: Request corrections to inaccurate or incomplete data.

- Right to Data Deletion: Request deletion of specific personal data, subject to legal retention requirements.

- Right to Restrict Sharing: Limit how your information is shared or disclosed.

- Right to Confidential Communication: Request specific methods of communication (e.g., mail only).

9. Changes to This Notice

We may update this Privacy Notice periodically. The revised version will be available in our office and on our website, with an updated effective date.

10. Questions or Complaints

If you have questions about this Privacy Notice or believe your privacy rights have been violated, you can file a complaint with us or with the U.S. Department of Health & Human Services (HHS).

- Filing a Complaint with Us:

Contact our office using the details provided below.

- Filing a Complaint with HHS:

Visit the HHS Office for Civil Rights website at <https://www.hhs.gov/ocr> or call 1-800-368-1019.

We will not retaliate against you for filing a complaint.

11. Contact Information

For questions or complaints, please contact us:

Middletown Health, Wellness, Chiropractic P.C.

450 E. Main St., Middletown, NY 10940

Phone: 845-344-0444

Email: Angelica@mhwc.rocks