Privacy Policy - U.S.A.

Effective Date: [Month Day, Year]

[**Practice Name**] ("**we**," "**our**," or "**us**") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and protect information when you visit **[yourdomain.com]** (the "**Site**"), use our online forms, schedule appointments, communicate with us, or interact with us in any other way online.

> **Important:** This Website Privacy Policy is **not** the same as our HIPAA **Notice of Privacy Practices** (NPP). For information about how we use and disclose your **Protected Health Information (PHI)** for treatment, payment, and health care operations, please see our NPP here: **[link to NPP PDF or page]**.

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1) Information We Collect

a) Information you provide directly

- Contact details (name, email, phone, address)
- Appointment requests and preferences
- Information submitted on patient intake/medical history forms
- Insurance information and benefits details
- Messages you send via contact forms, email, SMS, or chat
- Files you upload (e.g., x-rays, insurance cards)

b) Information collected automatically

- Device and browser information (IP address, user-agent, OS, language)
- Usage data (pages viewed, links clicked, time on page)
- Approximate location based on IP
- Cookies, pixels, and similar technologies (see "Cookies & Online Tracking")

c) Information from third parties

- Scheduling, payments, financing, or referral partners (e.g., online booking platforms, payment processors, CareCredit)
- Analytics or advertising partners that provide aggregated statistics

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2) How We Use Information

We use information to:

- Provide, schedule, confirm, and manage appointments
- Respond to inquiries and provide patient support
- Operate and improve the Site and user experience
- Send service messages (e.g., appointment reminders, treatment follow-ups)
- Process payments and verify insurance eligibility/benefits
- Maintain security, prevent fraud, and comply with legal obligations
- With your consent, send marketing communications (you can opt out anytime)

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3) HIPAA & Protected Health Information (PHI)

When you become our patient or share health information with us for care, some of your information may be **PHI**, protected by the Health Insurance Portability and Accountability Act (**HIPAA**). We use and disclose PHI as described in our **Notice of Privacy Practices** for **treatment, payment, and health care operations** and as otherwise permitted or required by law. For PHI-related rights (access, amendments, restrictions, confidential communications), please refer to our NPP or contact us at the details below.

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4) Legal Bases (for visitors outside the U.S.)

If you access our Site from regions that require a legal basis for processing (e.g., EU/UK), we rely on consent, contract necessity, legitimate interests (e.g., Site security, service improvement), and legal compliance, as applicable.

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5) How We Share Information

We may share information with:

- **Service providers** (e.g., hosting, email/SMS platforms, forms/record systems, analytics, payment processors, IT/security) who are contractually required to safeguard information and use it only to provide services to us. For PHI, we use appropriate **Business Associate Agreements (BAAs)** where required.
- **Insurance companies and payors** for eligibility/benefits and claims processing (PHI per NPP).
- **Referring or co-treating providers** (PHI per NPP).

- **Law enforcement or regulators** when required by law or to protect rights, safety, and security.
- **Business transfers** (e.g., merger, acquisition), subject to appropriate protections.

We do **not** sell your personal information for money. If state law considers certain analytics or advertising uses a “sale” or “share,” see **State Privacy Rights** below.

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6) Cookies & Online Tracking

We use cookies, pixels, and similar technologies to:

- Remember preferences and improve the Site
- Measure traffic and performance (e.g., Google Analytics)
- (Optional) Deliver or measure advertising

You can control cookies via your browser settings. Some browsers send a **“Do Not Track”** signal; we currently do not respond to DNT signals. If required in your region, we display a cookie banner and honor your selections.

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7) Text Messages, Email & Calls

By providing your phone number or email, you consent to receive communications related to your care (e.g., appointment confirmations, reminders, treatment follow-ups). Message and data rates may apply. You can opt out of non-essential messages at any time (reply **STOP** to SMS or use the unsubscribe link in emails). We may still send important service or legal notices.

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8) Patient Portals & Online Forms

If we offer a portal or secure forms, please use them for sensitive information whenever possible. Do not send confidential health or payment information by regular email or unencrypted channels.

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9) Data Retention

We retain information as needed to provide services, meet legal/recordkeeping obligations (including **medical/dental record retention laws**), resolve disputes, and enforce agreements. PHI is retained according to professional and legal standards.

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10) Data Security

We implement administrative, technical, and physical safeguards designed to protect information. However, no method of transmission or storage is 100% secure. If we discover a security incident affecting your information, we will follow applicable notification laws.

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11) Your Choices & Rights

- **Marketing opt-out:** You can opt out of non-essential emails/SMS at any time.
- **Cookie controls:** Use browser settings or our cookie banner (if available).
- **Account/portal:** If you have an account, you may access or update information in your profile.
- **HIPAA rights (PHI):** See our NPP for rights to access, amend, restrict, or request an accounting of disclosures of PHI, and for confidential communications requests.

State Privacy Rights (U.S.)

Depending on where you live (e.g., **CA, CO, CT, VA, UT**), you may have additional rights over certain **non-PHI** personal information, such as the right to access, delete, correct, or opt out of "sale"/"sharing" or targeted advertising. To exercise these rights, please contact us (see below). If you are a California resident, you may also use our **"Do Not Sell or Share My Personal Information"** link (if applicable).

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12) Children's Privacy

Our Site is not intended for children under 13, and we do not knowingly collect personal information from them online. If you believe a child has provided information to us, please contact us so we can delete it where required by law.

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13) Third-Party Links

Our Site may link to third-party websites or services we do not control. This Policy does not apply to those sites. Review their privacy policies before providing information.

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14) International Visitors

If you access the Site from outside the United States, you understand that your information may be processed in the U.S., where laws may differ from those of your country.

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15) Changes to This Policy

We may update this Policy from time to time. The “Effective Date” above shows when it was last revised. Significant changes will be posted on the Site.

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16) Contact Us

If you have questions about this Policy, our **Notice of Privacy Practices**, or would like to exercise your privacy rights:

[Practice Name]
Address: [Street, City, State, ZIP]
Phone: [###-###-####]
Email: [privacy@yourdomain.com]
Attn: Privacy Officer

Quick Implementation Tips (not part of the policy)

- Replace all bracketed placeholders with your practice’s information.
- Link your **HIPAA Notice of Privacy Practices (NPP)** and ensure your intake/forms vendors sign **BAAs** if they receive PHI.
- If you run Google Analytics, add it to the cookies section and provide an opt-out path (e.g., cookie banner).
- If you do any targeted advertising or use remarketing pixels, add a “Do Not Sell or Share” link for California and a state-rights page.
- Have your attorney review for your state’s record-retention rules and any specialty requirements.