

## Privacy Policy

Effective Date: 01/01/2025

Enhanced Chiropractic Relief values your privacy and is committed to protecting your personal health information and data. This Privacy Policy explains how we collect, use, store, and protect your personal data when you visit our website, use our services, or become a patient at our practice. By accessing or using our website and services, you consent to the data practices outlined in this Privacy Policy.

We comply with applicable state and federal laws, including the California Consumer Privacy Act (CCPA) and Health Insurance Portability and Accountability Act (HIPAA), which govern the privacy and security of your personal and health information.

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### #1. Data Collection

#### Types of Data Collected:

We collect both personal data and health-related data necessary for the provision of Chiropractic health care services. This may include:

- Personal Identification Information: Name, email address, phone number, mailing address, emergency contact information.
- Health Information: Medical history, current health conditions, physical examination data, diagnosis, treatment plans, records of services provided, and billing information.
- Insurance Information: Details related to your insurance provider, policy number, and any claims.
- Usage Data: Information such as IP address, browser type, device information, and browsing behavior on our website.
- Cookies & Tracking Technologies: We use cookies to enhance your online experience and gather anonymous usage data to improve our services.

#### How Data is Collected:

- Directly from You: Information is provided by you when you register for our services, schedule an appointment, complete medical forms, communicate with us, or make a payment.
- Automatically: We collect certain information through the use of cookies and other tracking technologies when you use our website or mobile app.
- Third Parties: We may receive health-related information from other healthcare providers or insurance companies as part of your treatment or claims process.

## Why Data is Collected:

- To provide, maintain, and improve Chiropractic healthcare services.
- To verify your insurance coverage and process claims.
- To communicate with you about your appointments, treatment, and health status.
- To meet legal, regulatory, and insurance requirements.

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## #2. Data Use

### How Your Data is Used:

We use your personal and health data for the following purposes:

- Health Care Services: To provide diagnosis, treatment, and healthcare management, including scheduling appointments, processing insurance claims, and managing medical records.
- Billing and Payments: To process payments, send invoices, and handle insurance claims.
- Communication: To communicate about your care, appointments, health progress, and billing matters.
- Website Functionality: To improve our website's functionality, ensure security, and enhance user experience.
- Marketing: With your consent, we may send you marketing materials related to our services, wellness tips, or promotions.

### Who Has Access to Your Data:

- Our Staff: Our healthcare providers, administrative staff, and billing personnel have access to your personal and medical data, as necessary to provide services.
- Third-Party Providers: We may share your data with third-party service providers, such as billing and insurance companies, payment processors, and IT service providers, who help us operate our practice.
- Legal Authorities: If required by law or for legal proceedings, your data may be shared with government agencies or law enforcement.
- Miscellaneous Circumstances: Your health information is protected under HIPAA guidelines and will not be shared unless otherwise stated and given through expressed permission by you.

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## #3. Data Storage

### How Data is Stored:

We store your personal and health data in compliance with state and federal regulations, including HIPAA. Your health records are stored securely using industry-standard encryption and security practices. We use both physical and technical safeguards to protect your data from unauthorized access or disclosure.

#### Data Retention:

We retain your personal and health information for as long as necessary to provide care, comply with legal obligations (such as medical record retention requirements), or resolve disputes. Health records may be retained for a minimum period of 7 years in accordance with California law, or longer if required by your insurance provider.

After the retention period, we can securely delete or anonymize your data to prevent unauthorized access.

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#### #4. Data Sharing

##### Who We Share Data With:

- Insurance Providers: To verify insurance coverage and process claims.
- Healthcare Providers: If necessary, we may share your medical information with other healthcare providers (e.g., specialists, labs, hospitals) involved in your treatment.
- Third-Party Service Providers: Companies that provide services to us (e.g., billing, IT support, email marketing) may access your data but only for the purposes we authorize.
- Legal and Regulatory Authorities: If required by law, such as in response to subpoenas, court orders, or legal claims.

##### Do We Sell Your Data?

No, we do not sell your personal or health data to any third party. We respect your privacy and will never sell, rent, or lease your information.

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#### #5. User Rights

As a California resident, you have certain rights under the California Consumer Privacy Act (CCPA) and HIPAA with respect to your personal and health information:

- Right to Access: You can request access to the personal data we have about you, including your health records.

- Right to Delete: You may request that we delete your personal and health data, subject to legal and regulatory exceptions.
- Right to Correct: You can request corrections to any inaccurate or incomplete information we hold about you.
- Right to Opt-Out of Marketing: You can opt-out of receiving marketing communications from us at any time.
- Right to Data Portability: You can request a copy of your personal data in a structured, machine-readable format.

To exercise your rights, please submit a request using the contact details below.

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#### #6. Contact Information

If you have any questions or concerns about this Privacy Policy or wish to exercise your rights, you can contact us at:

- Email: [jacob@enhancedchiropracticrelief.com](mailto:jacob@enhancedchiropracticrelief.com)
- Phone: (818)527-2158
- Mailing Address: 16200 Ventura Blvd Ste 425, Encino CA 91436

We are committed to responding to your request as soon as possible and in accordance with applicable laws.

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#### #7. Updates to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. If we make significant changes, we will notify you by updating the "Effective Date" at the top of this page. In certain cases, we may notify you directly (e.g., via email or Site notification).

We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your personal and health information.

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**\*\*End of Privacy Policy\*\***

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