

Privacy Compliance Policy for The Fountain Acupuncture and Herbal Medicine, LLC

Effective Date: October 8, 2024

At The Fountain Acupuncture and Herbal Medicine, LLC ("The Fountain"), we are committed to protecting your privacy. This Privacy Compliance Policy outlines how we collect, use, and protect your personal information. By using our services or interacting with us, you consent to the practices described in this policy.

Information We Collect

We may collect the following types of personal information from you:

- Personal Identifiable Information (PII):
 - Name
 - Email Address
 - Phone Number
 - Physical Address
- Health Information:
 - Medical Records: Information related to your treatment plans, history, and physical conditions that you provide to us.
 - Billing Records: Information related to the services we provide and the payments you make.
- Internet Activity:
 - IP Address: Collected when you interact with our website.
 - Browsing Behavior: Includes data about your interactions with our website or digital services.
- Communication Preferences: Any preferences you have regarding how we contact you.
- Demographic Information: Information such as age, gender, and other details you may choose to provide.
- Biometric Information (if applicable): Any biometric data collected for identity verification purposes, such as photographs.

Please avoid sharing sensitive health information through our website contact forms, text messages, social media, or other non-official channels.

2. How We Use Your Information

Your information is used for:

- Treatment: We use your health information to provide and manage your care. We may share it with other healthcare professionals involved in your treatment.

- **Running Our Organization:** We use your health information to operate our practice, improve the quality of care, and communicate with you when necessary.
- **Billing:** We use and share your health information to bill and obtain payment from you, your insurance, or other entities responsible for covering your healthcare costs.
- **Appointment Reminders:** Health information may be used to send you reminders about upcoming appointments.
- **Legal Compliance:** We will share your information when required by law, such as for public health reporting, legal processes, or government requests.
- **Service Updates and Marketing Communications:** We use your information to inform you about updates to our services and to send you marketing communications.

In addition to the uses previously mentioned, if you provide us with your phone number, we may use SMS (text messaging) to communicate appointment reminders, customer care/support, and other relevant information regarding your care. By interacting with our number, you agree to receive these SMS communications, including appointment reminders and informational texts.

If you wish to opt out of SMS communications, you can inform us directly using the following methods of contact:

- **Email:** info@fountainacupuncturecary.com - send an email with your name, phone number, and reason for your email
- **Phone:** (919)230-2456 Extension 4 - leave a message with your name, phone number, and reason for your call

3. Data Security

We employ industry-standard security measures, including encryption and secure servers, to protect your information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

4. Your Rights Regarding Your Information

- **Access:** You can request to see or obtain a copy of your personal data and medical records. We will provide this within 30 days and may charge a reasonable, cost-based fee.
- **Correction:** If you believe any information we have about you is incorrect or incomplete, you can request that we correct it.
- **Confidential Communications:** You may request that we contact you in a specific way (e.g., only at work or by mail) or send communications to an alternative address.
- **Restrictions:** You may request that we limit the use or sharing of your information, particularly for treatment, payment, or operational purposes.

- Accounting of Disclosures: You can request a list of instances where we have shared your information for up to six years prior, excluding treatment, payment, and healthcare operations.
- Copy of Privacy Notice: You can request a paper copy of this privacy notice at any time, even if you agreed to receive it electronically.
- Authorized Representation: If someone else has legal authority to make decisions for you, they can exercise your rights regarding your health information.

5. Sharing Your Information

We do not share your personal information with third parties for marketing purposes. We may share your information with trusted third parties who assist in operating our business, provided they maintain confidentiality. We will also comply with legal requirements to disclose information where necessary.

6. Legal Compliance and Responsibilities

- Breach Notification: We will notify you promptly if there is a breach that may have compromised your personal information.
- Legal Obligations: We will share your information as required by law, including for public health, safety, and legal processes.

7. Changes to This Policy

We may update this policy, and the changes will apply to all information we have about you. The updated policy will be available upon request, in our office, and on our website.

8. Opting Out

You may opt out of receiving communications from us by informing us directly through the following modes of contact:

- Email: info@fountainacupuncturecary.com - send an email with your name, phone number, and reason for your email
- Phone: (919)230-2456 Extension 4 - leave a message with your name, phone number, and reason for your call

9. Contact Us

For any questions or concerns about this privacy policy or your data, please contact:

- Email: info@fountainacupuncturecary.com - send an email with your name, phone number, and reason for your email
- Phone: (919)230-2456 Extension 4 - leave a message with your name, phone number, and reason for your call

