

Our Privacy Policy

Last Updated: 10/23/2026

Introduction

Pienkowski, M.D. Clinic (“we,” “our,” or “us”) is committed to protecting the privacy and security of the personal and health information entrusted to us. This Privacy Policy explains how we collect, use, disclose, and safeguard information obtained through our healthcare services, website, patient portals, and related communications.

By using our services or interacting with us, you agree to the practices described in this Privacy Policy.

Information We Collect

We may collect the following categories of information:

Personal Information

- Name
- Address
- Phone number
- Email address
- Date of birth
- Emergency contact information
- Insurance and billing information

Health Information

- Medical history
- Diagnoses and treatment information
- Prescription information
- Lab and imaging results
- Appointment records
- Healthcare provider notes

Technical and Website Information

When you visit our website or patient portal, we may automatically collect:

- IP address
- Browser type
- Device information
- Cookies and usage data
- Website activity and analytics

How We Use Information

We may use information for the following purposes:

- Providing medical care and treatment
- Scheduling appointments and sending reminders
- Processing payments and insurance claims
- Communicating with patients regarding care or services
- Improving healthcare operations and patient experience
- Complying with legal and regulatory obligations
- Maintaining the security and integrity of our systems
- Conducting quality assurance and internal reporting

Disclosure of Information

We may share information in the following circumstances:

Healthcare Operations

With physicians, specialists, laboratories, pharmacies, or other healthcare providers involved in your care.

Insurance and Billing

With insurance providers, billing companies, or collection agencies as necessary for payment processing.

Service Providers

With trusted third-party vendors who perform services on our behalf, such as IT support, cloud storage, appointment systems, or analytics providers.

Legal Requirements

When required by law, court order, subpoena, or governmental regulation.

Public Health and Safety

To report public health concerns, prevent threats to safety, or comply with applicable healthcare regulations.

Business Transfers

In connection with a merger, acquisition, restructuring, or sale of organizational assets.

We do not sell personal health information to third parties.

HIPAA Compliance

As a healthcare organization, we comply with the Health Insurance Portability and Accountability Act (“HIPAA”) and applicable state privacy laws regarding protected health information (“PHI”).

Patients may have rights under HIPAA, including the right to:

- Access their medical records
- Request corrections to inaccurate information
- Request restrictions on certain disclosures
- Receive an accounting of disclosures
- Obtain confidential communications

Requests related to PHI may be submitted using the contact information below.

Data Security

We implement administrative, technical, and physical safeguards designed to protect personal and health information from unauthorized access, use, disclosure, alteration, or destruction.

While we strive to protect information, no method of electronic transmission or storage is completely secure, and we cannot guarantee absolute security.

Cookies and Tracking Technologies

Our website may use cookies and similar technologies to:

- Improve website functionality
- Analyze website traffic
- Enhance user experience
- Support security and authentication features

Users may adjust browser settings to refuse cookies; however, some website functionality may be affected.

Retention of Information

We retain personal and health information for as long as necessary to:

- Provide healthcare services
- Comply with legal, regulatory, and recordkeeping obligations
- Resolve disputes and enforce agreements

Retention periods may vary based on applicable laws and organizational policies.

Interest-Based Advertising

Interest-based advertising, sometimes called online behavioral advertising, refers to advertisements shown to you based on information collected from your online activity over time and across different websites, devices, or online services. These advertising practices help companies better understand user interests and provide advertisements that may be more relevant to you.

Some content, applications, and tracking technologies used on our websites or mobile applications may be operated by third parties, including advertising technology providers and online platforms such as Meta and Google. These third parties may use cookies, web

beacons, pixels, and similar technologies to collect information about your interactions with our websites, applications, and other online services.

The information collected by these third parties may be used to:

- Measure the effectiveness of advertising campaigns
- Provide analytics services
- Deliver advertisements tailored to your interests
- Support advertising and marketing services for us or other organizations

You may have the option to limit or opt out of certain interest-based advertising practices. Many advertising companies participate in industry self-regulatory programs that allow users to manage advertising preferences.

SMS / Text Messaging Privacy:

Mobile information will not be shared with third parties/affiliates for marketing/promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

If you wish to be removed from receiving future communications, you can opt out by texting STOP, QUIT, END, REVOKE, OPT OUT, CANCEL, or UNSUBSCRIBE. Message data rates and frequency may apply.

Sunnyside Nursing and Post Acute Care may send SMS text messages to patients who have provided their mobile phone number and given consent to receive text communications. These messages may include appointment reminders, appointment scheduling and rescheduling, clinical questions, patient forms, billing notifications, and general account or care-related information. Message frequency varies based on your interactions with our office. Message and data rates may apply. Reply HELP for help or STOP to unsubscribe at any time.

Third-Party Websites

Our website or communications may contain links to third-party websites or services. We are not responsible for the privacy practices or content of those third parties.

Changes to This Privacy Policy

We reserve the right to update or modify this Privacy Policy at any time. Changes will be posted with an updated effective date. Continued use of our services after changes are posted constitutes acceptance of the revised policy.

Contact Information

If you have questions about this Privacy Policy or wish to exercise your privacy rights, please contact:

Pienkowski, M.D. Clinic

7417 Kingston Pike Ste 101

Knoxville, TN 37919

865-584-4112

Notice Regarding State Laws

Certain states may provide additional privacy rights related to health or personal information. We will comply with all applicable federal and state privacy laws governing healthcare information.