

# Privacy Policy

This Privacy Policy describes how Advanced Internal Medicine, an internal medicine medical facility (“we,” “our,” or “us”), collects, uses, and protects patient and visitor information. We are committed to maintaining the privacy and security of your personal and health information in compliance with applicable laws and regulations, including HIPAA and The Campaign Registry (TCR) requirements.

## Data Collection

We may collect the following types of information:

- Personal Information:** name, address, email address, phone number, date of birth, and insurance information
- Protected Health Information (PHI):** medical history, diagnoses, treatment information, medications, and other health-related data
- Usage Data:** IP address, browser type, device information, and website interaction data
- Communication Data:** information provided when contacting our office, scheduling appointments, or opting in to receive SMS communications

## Data Use

The information we collect may be used to:

- Provide medical care and internal medicine services
- Schedule appointments and manage patient records
- Communicate with patients regarding appointments, test results, billing, and office updates
- Send SMS messages when patients have opted in
- Comply with legal, regulatory, and healthcare obligations

## Data Sharing

We only share information as permitted or required by law, including:

- With healthcare providers and staff involved in patient care
- With billing services, laboratories, and other healthcare partners as necessary to comply with legal or regulatory requirements

**SMS opt-in and phone numbers collected for communications purposes will not be shared with third parties or affiliates for marketing purposes.**

## User Rights

Patients and users have the right to:

- Access their personal and medical information
- Request corrections to inaccurate or incomplete information
- Request deletion of non-medical data, subject to legal and record retention requirements
- Opt out of SMS communications at any time by replying “STOP” or contacting our office

## Data Protection

We implement administrative, technical, and physical safeguards to protect personal and health information. These measures include secure electronic medical record systems, access controls, encryption, and staff training to prevent unauthorized access, disclosure, or misuse of data.

## Cookies and Tracking

Our website may use cookies and similar tracking technologies to improve functionality and analyze site usage. These technologies do not collect medical information. Users may control cookie preferences through their browser settings.

## Third-Party Links

Our website may contain links to third-party websites, such as patient portals or external resources. We are not responsible for the privacy practices or content of those third parties and encourage users to review their privacy policies.

## Contact Information

If you have questions or concerns about this Privacy Policy or our privacy practices, please contact:

### **Advanced Internal Medicine**

Contact info below

# SMS Terms & Conditions

## 1) SMS Consent Communication:

The information (Phone Numbers) obtained as part of the SMS consent process will not be shared with third parties for marketing purposes

## 2) Types of SMS Communications:

If you have consented to receive text messages from Advanced Internal Medicine, you may receive messages related to the following:

Appointment reminders

Follow-up messages

Notifications

Example: [Advanced Internal Medicine] Hello,

Please call the office to schedule your next appointment. Reply STOP to opt out.

## 3) Message Frequency:

Message frequency may vary depending on the type of communication. For example, you may receive up to 2 SMS messages per week regarding your appointments or account status.

## 4) Potential Fees for SMS Messaging:

Please note that standard message and data rates may apply, depending on your carrier's pricing plan. These fees may vary if the message is sent domestically or internationally.

## 5) Opt-In Method:

You may opt-in to receive SMS messages from Advanced Internal Medicine in the following ways:

Obtained via verbal consent.

## 6) Opt-Out Method:

You can opt out of receiving SMS messages at any time. To do so, simply reply “STOP” to any SMS message you receive. Alternatively, you can contact us directly to request removal from our messaging list.

7) Help:

If you are experiencing any issues, you can reply with the keyword HELP. Or, you can get help directly from us at 517-575-9614

Additional Options: If you do not wish to receive SMS messages, you can choose not to check the SMS consent box on our forms.

8.) Standard Messaging Disclosures:

- Message and data rates may apply.
- You can opt-out at any time by texting “STOP.”
- For assistance, text “HELP” or visit our Privacy Policy page and Terms and Conditions section.
- Message frequency may vary