

Privacy Policy

Last updated: October 1, 2026

Welcome to the Core Rehab website. We value your privacy and are dedicated to protecting your personal data. This privacy policy explains how Core Rehab ("Core Rehab," "we," "us," or "our") collects, uses, stores, and protects your personal data, including information collected through our text messaging (SMS) programs, and your rights concerning this data. We do not sell your personal data, and we do not share it with third parties for their marketing or promotional purposes.

Health information you share with us as a patient is protected health information. It is handled as described in our Notice of Privacy Practices, which is available at any of our offices or on request.

1. Data Sharing and Disclosure

We do not share your personal data with third parties or affiliates for their marketing or promotional purposes. We may share your data only in the following circumstances:

- **Service Providers:** With service providers who perform functions on our behalf, such as IT, data storage, scheduling, and messaging and telecom providers. These providers may use your information only to provide services to us, and they are not permitted to use it for their own marketing.
- **Legal Obligations:** When required by law or to respond to legal processes.
- **Protection:** To protect our rights, property, and safety, or that of our patients and others.
- **Mobile Information:** Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes. SMS consent and opt-in information is never shared with third parties or affiliates for their marketing or promotional purposes. See Section 7 for details.

2. Data We Collect

We collect various types of personal data, including:

- **Identity Data:** First and last name.
- **Contact Data:** Email address, phone number, and mailing address.
- **Appointment Data:** Information you provide to request, schedule, or change an appointment, or to make a referral.
- **Technical Data:** IP address, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform.
- **Usage Data:** Information about how you use our website and services.
- **Communications Data:** Your communication preferences, including your text messaging consent choices.

3. Methods of Data Collection

We collect personal data using various methods, primarily through forms on our website:

- **Direct Interactions:** You provide your personal data when you fill out a form, request an appointment, submit a referral, call or text us, or give us feedback.

- **Automated Technologies:** As you interact with our website, we may automatically collect technical data about your equipment, browsing actions, and patterns. We collect this data using cookies, server logs, and other similar technologies.

4. How We Use Your Personal Data

We use your personal data for the following purposes:

- **Patient Care and Scheduling:** To schedule, confirm, remind you of, and reschedule appointments, and to provide our services.
- **Customer Support:** To respond to your questions and requests.
- **Customer Care Text Messages:** If you opt in, to send you customer care text messages as described in Section 7.
- **Marketing Communications:** Only if you have separately opted in, to send you marketing emails or marketing text messages about our services. You can opt out at any time.
- **Website Improvement:** To understand how our website is used and to improve it.

5. Data Storage, Maintenance, and Protection

We implement appropriate security measures to protect your personal data from being accidentally lost, used, or accessed in an unauthorized way, altered, or disclosed. These measures include:

- **Data Encryption:** Encrypting personal data to protect it from unauthorized access.
- **Access Controls:** Limiting access to personal data to authorized personnel only.
- **Regular Security Assessments:** Conducting regular security assessments to identify and mitigate potential vulnerabilities.

6. Your Rights

You have the following rights regarding your personal data:

- **Access:** You can request access to the personal data we hold about you.
- **Correction:** You can request correction of any incomplete or inaccurate data we hold about you.
- **Erase:** You can request deletion of your personal data where there is no good reason for us to continue processing it, subject to medical record retention requirements.
- **Objection:** You can object to the processing of your personal data where we are relying on a legitimate interest and there is something about your particular situation that makes you want to object.
- **Restriction:** You can request restriction of processing of your personal data.

7. Text Messaging (SMS) Programs

Core Rehab operates two separate text messaging programs. Each requires its own consent, and you can join or leave either one independently.

A. Customer Care Text Messages

If you provide your mobile number and opt in to customer care text messages, Core Rehab may send you informational messages related to your care, including:

- Appointment scheduling and confirmations
- Appointment reminders
- Rescheduling and cancellation notices

- Responses to your questions and requests
- Other administrative messages related to your care, such as paperwork or office updates

Customer care text messages do not include promotional or marketing content.

B. Marketing Text Messages

Core Rehab may also send marketing text messages, such as news about our services, events, or requests for feedback. These are sent only to people who have given separate, express consent to receive marketing text messages. Consent to marketing text messages is never required to receive customer care messages or to receive care from us.

Terms that apply to both programs

- Consent is not a condition of purchase or of receiving care.
- Message frequency varies.
- Message and data rates may apply.
- Reply HELP for help, or call us at **(702) 577-1962**.
- Reply STOP at any time to opt out of the program that sent the message. You will receive one message confirming that you have been unsubscribed. Opting out of marketing text messages will not stop customer care messages, such as appointment reminders, unless you also opt out of those.
- Mobile carriers are not liable for delayed or undelivered messages.

How we protect mobile information

- Mobile information will not be shared with third parties or affiliates for marketing or promotional purposes.
- Text messaging originator opt-in data and consent will not be shared with any third parties or affiliates for their marketing or promotional purposes, and is excluded from all of the data sharing described in Section 1.
- We may provide your mobile number and message content to the messaging platforms and telecom carriers that deliver our text messages on our behalf. These service providers may use this information only to send and support our messages, and may not use or share it for their own marketing.
- You can access, correct, or remove your personal information at any time by calling us at **(702) 577-1962**.

8. Opting Out of Other Communications

- Email: Click the "unsubscribe" link in any marketing email you receive from us.
- Phone: Call us at **(702) 577-1962** to update your communication preferences.
- Opting out of marketing communications will not affect your care or your other interactions with us.

9. Changes to this Privacy Policy

We may change this Privacy Policy from time to time when necessary to reflect changes in our services, how we use personal information, or the applicable law. If we make changes, we will revise the "Last updated" date at the top of this policy. If we make material changes, we will

provide you with notice or obtain consent as may be required by law. The practices described in this Privacy Policy are subject to applicable laws in the locations in which we operate.

10. Contact Us

Core Rehab

Phone: **(702) 577-1962**

Website: corerehab.com