

WEBSITE PRIVACY POLICY

Piedmont Pediatrics of Central Virginia
<https://www.piedmontpediatrics.net>

Effective Date: **8/3/2026** | Last Updated: **8/3/2026**

1. About This Policy

Piedmont Pediatrics We are a pediatric medical practice located at 900 Rio East Court, Suite A, Charlottesville, Virginia and 5974 Jarmans Gap Road, Crozet, Virginia 22932. We are committed to protecting the privacy of visitors to our website <https://www.piedmontpediatrics.net/> (the "Site").

This policy explains what information we collect when you visit our Site, how we use it, who we share it with, and what rights you have. It covers data collected through this website only. **It does not govern the health information we collect during your care**, that information is handled in accordance with our HIPAA Notice of Privacy Practices, which is available at <https://www.piedmontpediatrics.net/> or 900 Rio East Court, Suite A, Charlottesville, Virginia and 5974 Jarmans Gap Road, Crozet, Virginia 22932.

Information We Collect on This Website

2.1 Information You Provide Directly

We collect information you voluntarily submit through forms on our Site, including:

- New patient enrollment forms (demographic information, insurance details, emergency contacts)
- Contact and general inquiry forms (name, email address, phone number, message content)
- Registration, Financial Policy, Privacy Policy, Consents, New Patient Medical History, Record Release [TO and FROM], Authorize to Share, Permission to Treat, Self Pay Form
- Well Check Forms including EPDS, SEEK, ASQ-3: 9 month, 18 month, and 30 month, M-CHAT, PHQ-9
- Behavioral Health Forms including PSC-17, SCARED for Child and/or Parent, Vanderbilt ADHD Assessment Scale for Parent and/or Teacher
- School Forms including State School Entrance forms
- Sports Forms including Sports forms and VHSL, Pop Warner Medical Physical Form, Albemarle County Parks and Rec Sports Physical Form, VISAA Athletic Participation Form
- Camp forms including Boy Scouts of America – SJAC- Medical Form Parts A, B, and C, Triple C Camp Health History Form, Girl Scouts: Virginia Health History Form

2.2 Information Collected Automatically

When you visit our Site, certain technical information is collected automatically by our web server and any analytics tools we use:

- IP address and general geographic location (city/region level)

- Browser type, operating system, and device type
- Pages visited, time spent on each page, and links clicked
- Referring website (the site you came from before visiting ours)
- Date and time of your visit

Note: We do not use Google Analytics, Meta Pixels, or other third-party behavioral tracking tools without first obtaining your consent through our cookie consent banner.

3. How We Use Your Information

We use the information collected on this website only for the following purposes:

- **Communications:** to respond to questions or messages you send through our contact forms.
- **Payment processing:** to facilitate online co-pay or bill payment through our third-party payment partners.
- **Site operation and security:** to maintain the security and functionality of our website and detect unauthorized activity.
- **Legal compliance:** to comply with applicable federal and state privacy laws.

We do not sell your personal information. We do not use information collected through this website for marketing or advertising purposes without your explicit consent.

4. Third-Party Services and Vendors

Our website integrates with certain third-party service providers to enable appointment scheduling, patient intake, payment processing, and portal access. Each of these vendors has its own privacy policy, and where they handle your health information, they are bound by HIPAA Business Associate Agreements with our practice.

- **Phreesia:** Patient intake system collects demographic, insurance, and pre-visit health history information before your appointment.
 - Phreesia Privacy Policy: phreesia.com/legal/privacy-policy
- **InstaMed:** Online payment processing handles co-pay and bill payments. InstaMed does not store full payment card numbers on our behalf.
 - InstaMed Privacy Policy: instamed.com/privacy-policy
- **InteliChart (Patient Portal):** Patient portal provides secure access to health records, appointment requests, test results, and secure messaging with your care team
 - InteliChart Privacy Policy: intelihealth.com/privacy-policy
- **Healow:** Patient portal and mobile app, enables appointment scheduling, health record access, and secure communication with your care team.
 - Healow Privacy Policy: healow.com/privacy-policy.html

5. Cookies and Tracking Technologies

5.1 What Are Cookies

Cookies are small text files placed on your device when you visit a website. They allow the site to remember preferences and recognize returning visitors. We use cookies only for the purposes described below.

5.2 Strictly Necessary Cookies

These cookies are required for the Site to function and cannot be turned off. They include session authentication cookies used when you log into the patient portal and security tokens that protect form submissions from unauthorized use. No consent is required for these cookies.

5.3 Analytics and Performance Cookies [OPTIONAL: include only if you use analytics]

We use Google Analytics to understand how visitors use our Site. This tool collects anonymized data about pages visited and time spent. It **does not** collect your name, email address, or any health information. You may decline these cookies using our cookie consent banner.

5.4 YouTube Video Embeds [OPTIONAL — include only if your site has YouTube videos]

Some pages on our Site include embedded YouTube videos. We use YouTube's **privacy-enhanced mode** (youtube-nocookie.com), which means YouTube's servers are not contacted and no cookies are placed on your device until you actively choose to play a video. Once you press play, YouTube's privacy policy applies.

[YouTube / Google Privacy Policy](#)

5.5 Google Maps [OPTIONAL: include only if your site has an embedded Google Map]

Some pages on our Site include an embedded Google Map to display our office location. Google Maps may set cookies and collect your IP address when the map loads. If you prefer, you can use the "Get Directions" link instead, which opens Google Maps in a new tab only when you choose to do so.

[Google Privacy Policy](#)

5.6 Managing Cookies

You may decline non-essential cookies at any time using the cookie consent banner on our Site. You may also configure your browser to block or delete cookies, though doing so may limit certain functionality. Most browsers allow you to manage cookie settings through their privacy or security settings menus.

6. Children's Privacy

Our Site is intended for use by **parents and legal guardians** of our pediatric patients. It is not directed at children under the age of 13, and we do not knowingly collect personal information directly from children under 13 through this website.

In accordance with the Children's Online Privacy Protection Act (COPPA), if we become aware that we have inadvertently collected information from a child under 13 without verified parental consent, we will delete that information promptly.

If you are a parent or guardian and believe your child has submitted personal information through our Site without your knowledge, please contact us at hello@piedmontpediatrics.net and we will remove the information as quickly as possible.

All patient health records for minor patients are maintained in our clinical systems under the direction of a parent or guardian and are governed by our HIPAA Notice of Privacy Practices, not by this website policy.

7. Your Privacy Rights

7.1 Rights for All Visitors

Regardless of where you are located, you may contact us at any time to:

- Request access to the personal information we have collected through this website about you
- Request correction of inaccurate information
- Request deletion of your information, subject to certain legal limitations
- Withdraw consent you have previously given for optional cookies or communications

7.2 Additional Rights for California Residents (CCPA / CPRA)

If you are a California resident, you have the following additional rights under the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA):

- **Right to Know:** You may request a detailed list of the categories of personal information we have collected about you, the sources from which it was collected, the purposes for which it was used, and any third parties with whom it was shared.
- **Right to Delete:** You may request that we delete personal information we collected from you, subject to certain exceptions permitted by law.
- **Right to Correct:** You may request that we correct inaccurate personal information.
- **Right to Opt Out of Sale:** We do not sell your personal information and have not done so in the preceding 12 months.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising any of these rights.

To submit a California privacy request, see Section 9 below. We will respond within 45 days. If we need additional time, we will notify you within the initial 45-day period.

7.3 Additional Rights for EEA and UK Residents (GDPR)

If you are located in the European Economic Area (EEA) or United Kingdom, you have the following rights under the General Data Protection Regulation (GDPR):

- Access, rectification, erasure (right to be forgotten), and restriction of processing of your personal data
- Data portability — the right to receive your data in a structured, commonly used format
- The right to object to processing based on legitimate interests
- The right to withdraw consent at any time, where processing is based on consent
- The right to lodge a complaint with a supervisory authority in your country of residence

Our legal basis for processing data collected through this website is your consent (for optional features and cookies) and our legitimate interest in operating a functional, secure website and responding to your inquiries.

To exercise any of these rights, please see Section 9 below. We will respond within 30 days.

8. Data Retention

We retain personal information collected through this website only as long as necessary for the purposes described in this policy or as required by law.

- **Form submissions (contact, info and career forms):** retained for 12 MONTHS / 1 YEAR or until the inquiry is resolved, then securely deleted.
- **Cookie consent records:** retained for 12 months from the date of consent.

9. How to Submit a Privacy Request

To exercise any of the rights described in Section 7, please contact us using one of the methods below. We will verify your identity before processing your request and will respond within the timeframes required by applicable law (30 days for GDPR, 45 days for CCPA).

Contact Method	Details
Email (preferred)	hello@piedmontpediatrics.net
Mail	Attn: Privacy Officer 900 Rio East Court, Suite A Charlottesville, VA 22901
Phone	434-975-7777

To protect your privacy and security, we will verify your identity before processing any data access, correction, or deletion request. You may be asked to provide your name, date of birth, and the email address or phone number associated with your inquiry.

10. Links to Third-Party Websites

Our Site may contain links to external websites, including our patient portal, payment platforms, and other resources. We are not responsible for the privacy practices or content of those external sites. We encourage you to review the privacy policy of any third-party site you visit.

11. Changes to This Policy

We may update this policy from time to time to reflect changes in our practices, legal requirements, or the features of our website. We will post the updated policy on this page with a revised "Last Updated" date at the top. For material changes, we will provide more prominent notice at our discretion. Your continued use of our Site after any changes constitutes your acceptance of the updated policy.

12. Contact Us

If you have questions about this policy or about how we handle your personal information, please contact us:

Privacy Officer / Office Manager
Piedmont Pediatrics of Central Virginia

Attn: Privacy Officer
900 Rio East Court, Suite A
Charlottesville, VA 22901
434-975-7777
hello@piedmontpediatrics.net

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