

Privacy Policy

Last updated: 9/9/2026

This Privacy Policy explains how Ascend Pediatrics, LLC (“Ascend Pediatrics”, “we”, “us”, or “our”) collects, uses, and protects information through our website at ascend-pediatrics.com and through our text messaging program.

This policy covers our website and text messaging. Protected health information created or received in the course of your child’s care is governed separately by our HIPAA Notice of Privacy Practices, which describes your rights regarding that information. Where the two documents differ with respect to protected health information, the Notice of Privacy Practices controls.

1. Information we collect

Information you give us. When you contact us through the website, complete a form, or enroll in text messaging, you may provide your name, your child’s name, mailing address, email address, and phone number.

Information collected automatically. Our website may collect standard technical information such as browser type, device type, pages visited, and the date and time of your visit. This information is not used to identify you personally.

Cookies. Our website may use cookies to keep the site working properly and to understand how visitors use it. You can set your browser to refuse cookies. Some parts of the site may not function correctly if you do.

2. How we use information

We use the information we collect to:

- Respond to your questions and requests
- Schedule, confirm, and remind you about appointments
- Follow up on medical records requests
- Send billing notifications
- Send practice announcements to parents and guardians who have consented to text messaging
- Operate, maintain, and improve our website

3. Text messaging

Parents and guardians enroll in text messaging by checking the optional consent box on our Patient Information Form. The box is unchecked by default and is not required to receive care.

Message frequency varies. Message and data rates may apply. Reply STOP to any message to opt out, or reply HELP for help. You may also call the office at 931-255-4100.

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All of the categories described in this policy exclude text messaging originator opt in data and consent. This information will not be shared with any third parties.

4. How we share information

We do not sell, rent, or trade your personal information.

We may share information only in the following circumstances:

- **Service providers.** With vendors who perform services on our behalf, such as website hosting, appointment reminders, or messaging delivery. These vendors are permitted to use the information only to provide those services to us, and where protected health information is involved they are bound by a business associate agreement.
- **Legal requirements.** When required by law, regulation, subpoena, court order, or other legal process.
- **Safety.** When necessary to protect the health or safety of a patient or another person.

We do not share information with business partners, affiliates, or advertisers for marketing or promotional purposes.

5. How we protect information

We use reasonable administrative, technical, and physical safeguards to protect the information we hold. No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

6. Children's privacy

Our website is intended for use by parents and legal guardians, not by children. We do not knowingly collect personal information online from children under 13. If you believe a child has provided information through our website, please contact us and we will delete it.

Information about our pediatric patients is provided to us by parents and guardians in the course of care and is governed by our HIPAA Notice of Privacy Practices.

7. Links to other websites

Our website may link to sites operated by others, including insurance carriers and health information resources. We do not control those sites and are not responsible for their content or their privacy practices. We encourage you to read the privacy policy of any site you visit.

8. Your choices

You may ask us to stop sending text messages at any time by replying STOP or calling the office. You may ask us to correct the contact information we hold for you by calling the office. Your rights regarding protected health information, including the right to request access and amendment, are described in our HIPAA Notice of Privacy Practices.

9. Changes to this policy

We may update this Privacy Policy from time to time. The date at the top shows when it was last revised. Material changes will be posted on this page.

10. Contact us

Ascend Pediatrics, LLC 108 4th Avenue South Baxter, TN 38544 Phone: 931-255-4100