

Privacy Notice for Dukes Chiropractic Health Clinic

Effective date: January 1, 2018

This Privacy Notice describes how **Dukes Chiropractic Health Clinic, P.A.** (“we,” “us,” “our”) collects, uses, discloses, and protects personal information when you visit or use our website **dukeschiropractic.com** (the “Site”), and what choices you have with respect to your information.

If you are a patient or prospective patient, this Notice works in conjunction with — not in place of — any patient-privacy policies (e.g. HIPAA privacy practices) we provide to you in connection with your healthcare.

1. Information We Collect

We may collect information about you in various ways via the Site:

a) Information You Provide Directly

- Contact information (name, email address, phone number, postal address) when you submit a contact form or request an appointment.
- Health or clinical details submitted via forms (if any) such as symptoms, medical history, insurance information, etc.
- Comments, feedback, reviews, testimonials or other content you volunteer.

b) Automatically Collected Information

- Usage data (pages you view, time spent, referring site, browser type, IP address).
- Device information (e.g. device model, operating system).
- Cookies, web beacons, and similar tracking technologies.

c) Third-Party Sources

- Data from third parties (e.g. email service providers, analytics platforms, social media, or other service providers) to improve or cross-check information.
- Publicly available information (e.g. in connection with verifying identity or contact info).

2. Use of Your Information

We may use your information for the following purposes:

- To respond to your inquiries, schedule appointments, follow up, and provide you with services.
- To provide, maintain, and optimize the Site (e.g. to improve usability, diagnose problems, monitor performance).
- To send you messages, newsletters, promotions, reminders (if you opt in).
- To analyze usage trends, site traffic, and user behavior.
- To prevent fraud, protect security, and ensure integrity of our operations.

- To comply with legal and regulatory obligations (e.g. recordkeeping, audits).
- For other purposes with your consent (where required by law).

3. Disclosure of Your Information

We may share your information in the following circumstances:

- With our service providers and subcontractors (e.g. website hosting, analytics, email providers) who need access to perform services on our behalf.
- With healthcare providers, billing entities, insurers, or third parties in connection with your treatment, payment, or operations (as permitted or required under HIPAA or applicable law).
- As required by law or regulation (e.g. pursuant to subpoena, court order, law enforcement request).
- To enforce or defend our rights, or to protect others from harm.
- In connection with a merger, acquisition, sale, or reorganization of our business (with appropriate protections).
- With your consent or direction.

4. Cookies, Tracking & Analytics

We use cookies and similar technologies (such as web beacons, pixels, local storage) to:

- Recognize you when you revisit the Site.
- Understand and analyze how users use the Site, to measure and improve performance.
- Provide tailored content, ads, or features.

You may disable cookies via your browser settings, but note that some features of the Site may not function properly without them.

We may also use third-party analytics services (e.g. Google Analytics) to collect and analyze usage data. Such services may place cookies and collect information (e.g. IP address, pages visited). You can review those third parties' privacy policies and opt out where available.

5. Security

We take reasonable administrative, technical, and physical measures to protect the information we collect from unauthorized access, disclosure, alteration, or destruction. However, no security system is perfect or impenetrable, so we cannot guarantee absolute security.

If we become aware of a data breach affecting your personal information, we will take steps required by applicable law (e.g. notification) and attempt to mitigate its effects.

6. Retention

We retain personal information only for as long as necessary to fulfill the purposes described in this Notice, or as otherwise required by law. When information is no longer needed, we will securely delete, anonymize, or aggregate it.

7. Your Rights & Choices

Depending on your jurisdiction and whether applicable laws (e.g. HIPAA, state privacy laws) apply, you may have rights such as:

- Access your personal information.
- Request correction or deletion of your information.
- Request restriction of processing.
- Object to processing or withdraw consent (if based on consent).
- Portability of your information.
- Opt out of marketing communications.

To exercise these rights, please contact us using the information in Section 9 below. We may need to verify your identity.

8. Children's Privacy

Our Site is not directed to children under 13 (or such age under applicable law). We do not knowingly collect personal information from children without parental consent. If we learn that we have collected such information, we will promptly delete it, unless retention is required by law.

9. Contact Information

If you have any questions or concerns about this Privacy Notice or our practices, or wish to exercise your rights, please contact:

Dukes Chiropractic Health Clinic, P.A.

Address: 2401 Walden Woods Drive, Plant City, FL 33566

10. Changes to This Notice

We may update this Privacy Notice from time to time. When we do, we will revise the "Effective Date" above and post the updated version on the Site. We encourage you to review this page periodically.