

Privacy Policy

Effective Date: April 1, 2025 | **Last Updated:** April 1, 2025

Rancho Wellness Medical Group ("Rancho Wellness," "we," "our," or "us") is committed to protecting your privacy and safeguarding your personal and health information. This Privacy Policy describes how we collect, use, and protect information gathered through our website and patient-facing communications.

1. Information We Collect

We may collect the following types of information when you interact with our website or contact our office:

- Personal identification information (name, date of birth, address, phone number, email address)
- Insurance and demographic information
- Information you voluntarily provide through contact forms, appointment requests, or communications
- Website usage data (pages visited, browser type, IP address) collected through standard web analytics tools

2. How We Use Your Information

We use the information we collect for the following purposes:

- To schedule and manage appointments and patient services
- To communicate with you regarding your care, including appointment reminders and follow-up instructions
- To send health-related updates, wellness tips, and relevant clinical information that may benefit you as a patient
- To respond to your inquiries and provide customer support
- To comply with applicable laws, regulations, and healthcare industry requirements

We do not use your information for general advertising, unrelated marketing campaigns, or promotional communications unrelated to your health and care at Rancho Wellness.

3. We Do Not Sell or Share Your Information

Rancho Wellness does not sell, rent, trade, or otherwise transfer your personal information to third parties for their marketing or commercial purposes.

We do not share your information with outside organizations except in the following limited circumstances:

- With healthcare providers and staff directly involved in your care
- With third-party service providers who assist in operating our website or conducting our business, under strict confidentiality agreements
- When required by law, regulation, or court order
- To protect the rights, safety, or property of Rancho Wellness, our patients, or others

4. Protected Health Information (HIPAA)

As a healthcare provider, Rancho Wellness is subject to the Health Insurance Portability and Accountability Act (HIPAA). Your protected health information (PHI) is handled in accordance with our Notice of Privacy Practices, which governs how we collect, use, and disclose health information in the course of providing care. A copy of our Notice of Privacy Practices is available upon request at any of our office locations.

5. Health-Related Communications

From time to time, we may send you health-related updates, seasonal wellness information, preventive care reminders, or announcements about services relevant to your health. These communications are limited to matters that may be of direct benefit to your health and well-being as a Rancho Wellness patient.

You may opt out of these communications at any time by contacting us at the information provided below, or by following the unsubscribe instructions included in any email we send.

6. Cookies and Website Analytics

Our website may use cookies and similar tracking technologies to improve functionality and understand how visitors use our site. This information is used in aggregate form and is not linked to individually identifiable information. You may adjust your browser settings to decline cookies; however, some features of our website may not function properly as a result.

7. Data Security

We take reasonable administrative, technical, and physical safeguards to protect your information against unauthorized access, disclosure, alteration, or destruction. While we strive to protect your personal information, no method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

8. Children's Privacy

Our website is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13 without verifiable parental consent. If you believe we have inadvertently collected such information, please contact us and we will take steps to delete it promptly.

9. Your Rights

Depending on applicable law, you may have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your information, subject to legal and regulatory retention requirements
- Opt out of health-related communications at any time

To exercise any of these rights, please contact us using the information below.

10. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices, legal requirements, or operations. The most current version will always be posted on our website with the effective date noted at the top. We encourage you to review this policy periodically.

This Privacy Policy applies to information collected through our website and patient communications. It does not supersede or replace our Notice of Privacy Practices governing protected health information under HIPAA.