

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.

11. SMS / Mobile Messaging

This section describes how Rancho Wellness Family Medicine collects, uses, stores, and shares information related to our SMS (text messaging) program. By opting in to receive text messages from Rancho Wellness Family Medicine, you agree to the terms outlined here and in our SMS Terms and Conditions.

11.1 Information We Collect for SMS

When you opt in to receive text messages from us, we collect:

- Your mobile phone number
- The date, time, and method of your opt-in (form, in-office, etc.)
- Your messaging history with us, including opt-in and opt-out requests
- Any responses you send to our messages

11.2 How We Use SMS Information

The mobile information we collect is used to:

- Send appointment reminders, confirmations, and cancellation notices
- Send clinical updates related to your care
- Send marketing messages about new providers, new clinic openings, and new services (only if you have separately consented to marketing messages)
- Process opt-out (STOP) and help (HELP) requests
- Maintain records of consent as required by law

11.3 SMS Opt-In and Opt-Out

Opting in to SMS messages from Rancho Wellness Family Medicine is voluntary and is not required to receive medical care. You may opt out at any time by replying "STOP" to any message you receive. Replying "HELP" or contacting our office will provide additional support.

Consent for non-marketing (clinical) messages and consent for marketing messages are collected separately. Opting in to one does not opt you in to the other.

11.4 Data Sharing for SMS

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. Information sharing to subcontractors in support services, such as customer service and message delivery providers, is permitted. All other use case categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

11.5 Data Retention

We retain mobile phone numbers and SMS opt-in records for as long as necessary to provide the service and to comply with applicable laws. If you opt out, we will retain the record of your opt-out request to honor your preference and to comply with legal obligations.

11.6 Message and Data Rates

Standard message and data rates may apply for incoming and outgoing messages. Message frequency varies based on your appointments and interaction with our services.

11.7 Carrier Liability

Carriers are not liable for delayed or undelivered messages.

11.8 HIPAA and Protected Health Information

Rancho Wellness Family Medicine takes patient privacy seriously and complies with the Health Insurance Portability and Accountability Act (HIPAA). SMS is not a fully secure communication channel. By opting in to SMS, you acknowledge that text messages may contain limited information about your appointments or care, and you accept the risks associated with unencrypted communication. We will limit the protected health information sent via SMS to what is reasonably necessary to provide the service.

12. Contact Us

If you have questions, concerns, or requests related to this Privacy Policy, please contact us:

Rancho Wellness Medical Group

Phone: (909) 639-3422

Email: sbyrne@ranchohealth.com

Website: www.ranchowellness.com

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.