



Parkview Orthopaedic Group Privacy Policy

Effective 09/01/25

At Parkview Orthopaedic Group (“we,” “our,” or “us”), we are committed to protecting the privacy and security of your personal and health information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information, including how we manage **SMS/text messaging communications**, in accordance with the **Health Insurance Portability and Accountability Act (HIPAA)** and other applicable laws, including the **Telephone Consumer Protection Act (TCPA)**.

1. Information We Collect

We may collect:

Personal Information

- Full name, phone number, email, address
- Insurance and billing information

Protected Health Information (PHI)

- Medical history, diagnoses, treatments, imaging
- Appointment and prescription details

Technical Information

- IP address, browser/device information
 - Website usage data (via cookies/analytics)
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2. How We Use Your Information

We use your information to:

- Provide orthopaedic care and treatment
- Schedule and confirm appointments
- Bill insurance and process payments
- Comply with legal and regulatory requirements
- Communicate with you about your care



3. SMS/Text Messaging Consent

By providing your mobile phone number, you **consent** to receive **text messages (SMS)** from [Your Practice Name] for the following purposes:

- Appointment reminders and confirmations
- Pre- and post-visit instructions
- Treatment follow-up information
- Notifications about test results or prescription readiness
- General practice updates or emergency notifications

Your Rights:

- **Consent is voluntary.** You are not required to opt in to receive care.
- **Opting out:** You may opt out at any time by replying **STOP** to any message. Replying **HELP** will provide additional information.
- **Message frequency:** Varies based on your appointment schedule and care needs.
- **Message/data rates:** Standard messaging rates may apply depending on your carrier plan.
- **Security notice:** While we strive to protect your privacy, text messaging is not always a secure method of communication. Sensitive medical information will be shared via secure portals or phone when necessary.

We do **not** share your mobile number or text message content with third parties for marketing purposes without your explicit consent.

I understand by providing my mobile number, I consent to receive appointment reminders, follow-up messages, and other non-marketing communication via SMS from Parkview Orthopaedic Group. I understand I can opt out at any time by replying STOP.

4. How We Protect Your Data

We use industry-standard safeguards to protect your personal and health information:

- **HIPAA-compliant platforms** for storing and transmitting data
- **Encryption** of data in transit and at rest
- **Access controls** and employee training



- **Business Associate Agreements (BAAs)** with third-party vendors
 - **Audit logs** and breach monitoring
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5. Data Breach Notification

If a breach occurs involving your Protected Health Information (PHI):

- You will be notified in writing within **60 days**
 - The notification will describe:
 - What happened
 - What information was involved
 - Steps we are taking
 - Recommendations to protect yourself
 - If the breach affects over 500 individuals, we will also notify HHS and local media, as required.
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6. Disclosures of PHI

We may disclose your PHI for:

- **Treatment, Payment, and Healthcare Operations (TPO)**
- Legal and regulatory compliance
- Public health and safety (e.g., reporting infectious diseases or abuse)
- Law enforcement or court orders

All other uses require your **written authorization**, which you can revoke at any time.

7. Your Rights Under HIPAA

You have the right to:

- Access and obtain a copy of your medical records
- Request corrections
- Request restrictions or confidential communications



- Receive an accounting of disclosures
 - File a complaint with us or the **U.S. Department of Health and Human Services (HHS)**
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8. Data Retention

We retain your records in accordance with **federal and state laws**. When no longer required, we securely destroy or de-identify your data.

9. Cookies and Website Usage

Our website uses cookies and analytics to improve user experience. No PHI is collected through cookies. Secure patient portals are used for submitting sensitive information.

10. Changes to This Privacy Policy

We may update this policy periodically. The latest version will always be available on our website.

11. Contact Us

For questions about this Privacy Policy or to exercise your privacy rights, please contact our office at 708-361-0600

As a practice, we have no relationships or partnerships to disclose.