

Communications Privacy Policy

Richman Family Chiropractic, the operator of the Site (hereafter referred to as "we", "us" or "our"). References in these Terms to "Site operator," "we", "us" and "our" include our agency, agents, successors and assigns. The Site is available only to, and may only be used by, individuals who can form legally binding contracts under applicable law. Without limiting the foregoing, the Site is intended for and made available only to residents of the United States, age 18 or older. By accessing and using the Site, you accept and agree to, without qualification, the Terms and represent and warrant that you have the authority to bind the User (as defined below) to these Terms and that your use of the Site, including the provision or use of any Content, does not violate any applicable law.

These Terms of Use apply in connection with any websites, online services, and/or applications owned or operated by Richman Family Chiropractic. By accessing RichmanFamilyChiropractic.com, using any of our services and/or accessing and using any other websites on which these Terms and Conditions reside (collectively also referred to herein as the "Site"), or any of the Site's Content, you acknowledge that you agree to and are subject to the following Terms and Conditions. If you do not agree to these Terms, you may not access or otherwise use the Site or the Content. The Terms constitute a legally binding agreement between you and us. We may assign our rights and obligations under these Terms, including in connection with a merger, acquisition, a sale of assets or by operation of law.

We may, in our sole and absolute discretion, modify these Terms from time to time and we reserve the right to make changes at any time, without notice or obligation, to any of the Terms, Site, or Services. By entering the Site or using the Services, you acknowledge and agree that you shall be bound by any such revisions as of the moment they are made. We suggest periodically visiting this page of the Site to review these Terms.

Consent for Communications

IF YOU PARTICIPATE IN OUR SMS TEXTING PROGRAM, YOU ALSO AGREE TO OUR SMS TEXTING PROGRAM TERMS AND CONDITIONS.

By acknowledging that you agree to the terms and conditions of the site, you agree to receive recurring SMS messages from Richman Family Chiropractic to the provided mobile number. Message & data rates may apply. To end SMS messaging simply reply STOP to our messages.

If you provide your telephone number to us via the Site or Services, you give your electronic signature and consent for us to send you marketing calls/text messages at that number USING AN AUTODIALER AND/OR PRERECORDED MESSAGES. You also acknowledge that your consent to receive these marketing communications is not required to purchase any goods or services. STANDARD MESSAGE AND DATA RATES MAY APPLY.

If you provide your email address to us via the Site or Services, you give your electronic signature and consent for us to send you marketing email messages at that email address. You also acknowledge that your consent to receive these marketing communications is not required to purchase any goods or services.

Privacy Policy

Richman Family Chiropractic is committed to properly safeguarding consumer personal information and only using information in a manner that is necessary for servicing or better understanding our customers and potential customers. Our policy is to protect the confidentiality of the personally identifiable information that we receive, and to limit access to that information as per HIPAA regulations. This privacy statement addresses our privacy practices including the collection and use of personal information in offline, online, and mobile environments.

Purposes for Collection of Personal Information

We collect and use your personal information to offer, provide, and maintain HIPAA compliant patient communication and related services to you. We may use your personal information for one or more of the following purposes:

- To offer, provide, maintain and improve chiropractic care and related services, including care related services to you;
- To authenticate and verify your identity, to maintain your preferences, and to communicate with you;
- For safety and security purposes, including: prevention, detection and investigation of data security incidents or protection against malicious, deceptive, fraudulent or illegal activity; debugging and ensuring the integrity of our systems;
- To provide appropriate or relevant products and services, conduct analytics, research, and development on our products and services;
- Provide alternative communications to you (SMS texting);
- To provide quality assurance;
- To provide a service or information requested by you;
- To create profiles based on personal information collected and reflecting individual preferences;
- To comply with applicable laws and regulations or other governmental or judicial orders.

We obtain the categories of personal information listed above from the following categories of sources:

- Directly from you. For example, from forms you complete or products and services you purchase.
- From third parties on our behalf. (See Information Collected from Third Parties)
- Cookies, web beacons, and other tracking technologies.

We rely on partners to provide many features of our Sites and Services using data about your use. Much of this information is collected through cookies, web beacons, and other tracking technologies, as well as through your web browser or device. We use cookies and similar tracking technologies for the following purposes:

- Analytics: Allowing us to understand how our services are being used, track site performance and make improvements.
- Site Operations: Enabling features that are necessary for providing you the services on our Sites, such as identifying you as being signed in, tracking content views, and remembering your preferences.

Use of Personal Information

We may use, or disclose the personal information we collect for one or more of the following purposes:

- To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to request a price quote or ask a question about our products or services, we will use that personal information to respond to your inquiry. If you provide your personal information to purchase a product or service, we will use that information to process your payment and facilitate delivery.
- To provide you with our products and services, including for quotes for care.
- To process your requests, transactions, and payments and prevent transactional fraud.

- To distribute newsletters and promotional material, invite you to events, and inform you about topics relevant to your family's health.
- To comply with, or exercise rights under, applicable law – for example to make required or advisable reports to regulatory, law enforcement or other similarly situated authorities; to respond to and comply with court orders, applicable law and other legal requirements; and to defend ourselves against claims and to enforce our rights or protect our employees or property.
- To market products and services to you.
- To provide or receive shared organizational services, such as claim and risk management services.

We will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

Sharing Personal Information

Richman Family Chiropractic does not share phone numbers collected for SMS consent with third parties or affiliates for marketing purposes.

In accordance with applicable laws, we may share your personal information by disclosing it to a third party for business purposes. When we disclose personal information for a business purpose, we enter a contract that describes the purpose and requires the recipient to keep that personal information confidential and not use it for any purpose, except in performing the contract, or as otherwise required or permitted by law known as a business associate agreement.

We may share your personal information as required or permitted by law including with:

- Companies involved in insurance and other related transactions
- Agents and brokers
- Insurance support organizations

How We Protect Your Information

Our customers are our most valued assets. Protecting your privacy is important to us. We restrict access to personal information to those individuals, such as our employees, who provide you with our products and services. We require individuals with access to your information to protect it and keep it confidential. We maintain physical, electronic, and procedural safeguards that comply with applicable regulatory standards to guard your nonpublic personal information. We do not disclose any nonpublic personal information about you except as described in this notice or as otherwise required or permitted by applicable law.

Richman Family Chiropractic does not share phone numbers collected for SMS consent with third parties or affiliates for marketing purposes.