

Privacy Policy

Last Updated: 10.29.2024

Syracuse Podiatry is committed to protecting the privacy and security of all visitors to our website and users of our services, in compliance with HIPAA (Health Insurance Portability and Accountability Act) and applicable privacy laws. This Privacy Policy explains how we collect, use, protect, and share information, including your rights related to SMS communications.

1. Information We Collect

Syracuse Podiatry maintains strict privacy policies, ensuring that the personal information of our users and members is not shared, sold, rented, released, or traded to third parties without legal obligation.

We may collect the following types of information:

Contact Information: Name, email address, phone number, and physical address provided through our contact forms, appointment scheduling, and any other direct communications.

Health Information: As a healthcare provider, we may collect health-related information to deliver care services. This may include details regarding your health history, treatment preferences, and other medical details.

Non-Personal Information: Information about your device, IP address, browser type, and browsing activity on our Site, collected through cookies and other tracking tools.

2. How We Collect Information

We collect information directly from you when:

You fill out forms on our website (e.g., contact forms, appointment requests)

You communicate with us via phone, email, or other channels

You interact with our website, where we may collect non-personal data using cookies and similar tracking technologies

3. How We Use Your Information

We use the collected information for the following purposes:

Providing Services: To respond to inquiries, schedule appointments, and deliver healthcare services, in compliance with HIPAA.

Communication: To communicate with you about services, provide health updates, and share important information.

Improvement and Personalization: To improve the quality of our services and enhance your experience on our website.

Marketing: To provide information about health services, updates, and offers, with your consent.

4. SMS Opt-Out

We may contact you by text message for appointment reminders, health updates, or other related services. If you wish to stop receiving text messages, simply reply with "STOP" to the number from which you received the message. Upon receiving your opt-out request, you will no longer receive text messages from us.

5. Data Security

We are committed to protecting your information by following HIPAA standards for data security, including:

Encryption: Personal and health-related information is encrypted and securely stored.

Access Control: Only authorized staff have access to sensitive data on a need-to-know basis.

Secure Transmission: All data exchanged with our website is transmitted securely using industry-standard encryption.

6. Sharing Your Information

We do not sell, rent, or trade your personal information. We may share information only in the following cases:

With Third-Party Service Providers: Trusted providers assist us in running our website, scheduling services, and performing other functions, subject to strict confidentiality agreements.

Legal Compliance: We may disclose your information when required by law or to comply with legal obligations.

7. Links to Other Websites

Our Site may contain links to external websites. We are not responsible for the privacy practices or content of these sites. We encourage you to review the privacy policies of any linked sites.

8. Your Rights

You have the right to access, update, or delete your personal information in accordance with HIPAA guidelines. To exercise these rights, please contact us directly.

9. Changes to This Policy

We may update our Privacy Policy as necessary. The “Last Updated” date at the top reflects the latest revision. Please review this page regularly for any changes.

10. Contact Us

If you have questions about this Privacy Policy or would like to exercise your rights, please contact us at:

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