

PRIVACY POLICY

Integrative Pediatric Health Care

www.iphcdenver.com

Updated: June 15, 2026

Integrative Pediatric Health Care ("IPHC," "we," "us," or "our") is committed to protecting the privacy of our patients, families, and website visitors. This Privacy Policy explains what personal information we collect, how we use it, who we share it with, and how we handle consent for SMS (text message) communications.

By using our website at www.iphcdenver.com or providing us with your information, you agree to the practices described in this Privacy Policy.

1. Information We Collect

We may collect the following types of personal information:

a. Information You Provide Directly

- Full name
- Date of birth (for patients)
- Home address
- Email address
- Phone number (including mobile numbers for SMS communications)
- Insurance information
- Medical history and health information
- Payment and billing information
- Appointment preferences and scheduling information

b. Information Collected Automatically

- IP address and browser type
- Pages visited and time spent on our website
- Referring website or link
- Device type and operating system

c. Information from Third Parties

We may receive information from referring healthcare providers, insurance companies, or other parties involved in your care, as permitted by applicable law.

2. How We Use Your Information

We use the personal information we collect for the following purposes:

- Scheduling and managing appointments
- Providing pediatric healthcare services
- Sending appointment reminders and follow-up communications
- Processing billing and insurance claims
- Communicating important health information or updates
- Sending SMS/text messages if you have opted in (see Section 4)
- Improving our website and services
- Complying with applicable laws and regulations, including HIPAA

3. How We Share Your Information

We do not sell your personal information. We may share your information only in the following limited circumstances:

a. Healthcare Operations

We may share your health information with other treating providers, specialists, or healthcare facilities as necessary to deliver coordinated care, in accordance with HIPAA.

b. Service Providers

We may share information with trusted third-party vendors who assist us in operating our practice (e.g., electronic health record systems, billing services, appointment scheduling platforms). These vendors are contractually required to protect your information and may only use it as directed by IPHC.

c. Legal Requirements

We may disclose information when required to do so by law, court order, or governmental authority, or when necessary to protect the rights, safety, or property of IPHC, our patients, or others.

d. Business Transfers

In the event of a merger, acquisition, or sale of practice assets, your information may be transferred to the acquiring entity, subject to the same privacy protections described in this policy.

4. SMS / Text Message Communications & Terms

With your express written consent, Integrative Pediatric Health Care may send you SMS (text) messages for purposes such as:

- Appointment reminders and confirmations
- Health tips and wellness updates
- Practice announcements or schedule changes
- Account notifications and billing alerts
- Customer care and support messages

SMS Terms of Service

By opting into SMS from a web form or other medium, you are agreeing to receive SMS messages from Integrative Pediatric Health Care. This includes SMS messages for appointment reminders, health updates, account notifications, and customer care. **Messaging frequency may vary. Message and data rates may apply.** To opt out at any time, reply **STOP** to any message. For assistance, reply **HELP** or visit www.iphcdenver.com. See our Privacy Policy and Terms of Service at www.iphcdenver/forms-records/IPHCPolicies

Important: SMS consent and phone numbers collected for the purpose of SMS communications will not be shared with third parties or affiliates for their own marketing purposes. SMS consent is not shared with third parties.

5. Data Security

We implement administrative, technical, and physical safeguards to protect your personal information from unauthorized access, disclosure, or misuse. However, no method of data transmission or storage is 100% secure, and we cannot guarantee absolute security.

6. Your Rights

Depending on your location and 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 clinical retention requirements)
- Opt out of SMS or other marketing communications at any time
- File a complaint with your state's attorney general or the U.S. Department of Health and Human Services (HHS) if you believe your privacy rights have been violated

To exercise any of these rights, please contact us using the information provided in Section 9.

7. Children's Privacy

Our practice serves pediatric patients. We collect health and personal information about minors only with the consent of a parent or legal guardian, as required by HIPAA and applicable state law. Parents or guardians may contact us to review, update, or request deletion of their child's information.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will revise the Effective Date at the top of this page. We encourage you to review this policy periodically. Continued use of our website or services after any changes constitutes your acceptance of the updated policy.

9. Contact Us

If you have questions about this Privacy Policy or wish to exercise your privacy rights, please contact us:

Integrative Pediatric Health Care

Website: www.iphcdenver.com

This Privacy Policy is accessible via a link in the footer of every page on our website. To provide SMS consent, please look for the consent language and privacy policy link on our web forms.