

Boca Raton Center for Internal Medicine (BRCIM)

PRIVACY NOTICE

This website/privacy notice is not a substitute for BRCIM's HIPAA Notice of Privacy Practices.

INTRODUCTION

Boca Raton Center for Internal Medicine (BRCIM) ("BRCIM," "us," "we," or "our") is committed to protecting your privacy. This Privacy Notice explains our privacy practices and provides information about how and why we may collect, use, disclose, retain, and protect personal information when you interact with BRCIM, including through our website, patient communications, online forms, patient-facing technology, and services. Additional privacy terms or notices may apply in particular circumstances, including our HIPAA Notice of Privacy Practices where protected health information is involved.

HOW WE COLLECT YOUR PERSONAL INFORMATION

We may collect personal information when you provide it directly to BRCIM, when you communicate with our physicians or staff, when you use our website or patient-facing systems, when information is provided by an authorized representative, health care provider, insurer, service provider, or other permitted source, and when information is generated through your interactions with our systems. We may also receive information that is publicly available or lawfully provided by third parties.

WHAT PERSONAL INFORMATION WE COLLECT

Depending on your relationship with BRCIM and the services you use, information may include identifiers and contact information such as name, address, telephone number, email address, date of birth, and other identifiers; account or portal information; billing, payment, insurance, and membership information; communications such as messages, emails, forms, documents, and voicemails; technical information such as IP address, browser or device information, logs, and website usage data; and other information you voluntarily provide.

HEALTH INFORMATION

When BRCIM provides health care or performs health care operations, information may include medical history, diagnoses, medications, allergies, laboratory and imaging results, treatment information, appointment information, referrals, prescriptions, clinical communications, and other protected health information. The collection, use, and disclosure of protected health information are governed by applicable law and BRCIM's HIPAA Notice of Privacy Practices. If this Privacy Notice conflicts with the HIPAA Notice of Privacy Practices regarding protected health information, the HIPAA Notice of Privacy Practices controls.

HOW WE USE YOUR PERSONAL INFORMATION

BRCIM may use personal information to communicate with you; verify identity; establish and maintain patient or service relationships; schedule and manage appointments; provide, coordinate, and support health care; respond to requests; process billing, membership, payment, and insurance matters; operate and improve our website and services; maintain quality and security; prevent fraud, misuse, or unlawful activity; comply with legal, regulatory, professional, and record-retention requirements; and perform other purposes permitted by law or authorized by you.

EMAIL AND ELECTRONIC COMMUNICATIONS

If you provide email address, BRCIM may use it for communications permitted by law and consistent with your preferences and authorizations. Electronic communications can carry privacy and security risks, and patients should

use secure channels when instructed by BRCIM.

SMS TERMS OF SERVICE

By opting into SMS from a web form or other medium, you are agreeing to receive SMS messages from Boca Raton Center for Internal Medicine. This includes SMS messages for conversations (external). Message frequency varies. Message and data rates may apply. See privacy policy at

https://www.brcim.com/_files/ugd/65e542_78cc0d9e55d5485a8a9b1ae723b67b94.pdf. Message HELP for help.

Reply STOP to any message to opt out.

SMS consent and phone numbers are not shared with any third parties/affiliates for marketing purposes.

COOKIES AND SIMILAR TECHNOLOGIES

BRCIM's website may use cookies or similar technologies to support website functionality, security, preferences, analytics, and performance. The specific technologies used may change over time. Browser settings may allow you to restrict or delete cookies, although doing so may affect website functionality.

HOW, WHY, AND WHAT PERSONAL INFORMATION WE SHARE

BRCIM may disclose personal information only as permitted or required by applicable law and for legitimate health care, operational, business, or legal purposes. Recipients may include health care providers involved in care; health plans and insurers; laboratories, imaging facilities, pharmacies, hospitals, and other health care organizations; service providers, contractors, and vendors that support BRCIM; professional advisers; governmental, regulatory, or law-enforcement authorities when legally required; parties involved in a lawful business transaction; and other persons or entities when authorized by the individual or otherwise permitted by law. When required, BRCIM uses appropriate contractual protections, including business associate agreements for vendors handling protected health information.

YOUR PRIVACY RIGHTS

Your rights depend on the type of information involved and applicable law. For protected health information, patients may have rights described in BRCIM's HIPAA Notice of Privacy Practices, which can include rights to inspect or obtain copies of records, request amendments, request restrictions, request confidential communications, obtain an accounting of certain disclosures, and receive a copy of the HIPAA Notice of Privacy Practices. Other applicable privacy laws may provide additional rights concerning access, correction, deletion, or use of certain personal information, subject to legal exceptions and record-retention requirements.

HOW WE KEEP PERSONAL INFORMATION SECURE

Keeping information secure is important to BRCIM. We use administrative, technical, and physical safeguards designed to reduce the risk of loss, misuse, unauthorized access, disclosure, alteration, or destruction of personal information. No method of transmission or storage can be guaranteed to be completely secure, and safeguards are reviewed and updated as appropriate.

DATA RETENTION

BRCIM retains personal information for as long as reasonably necessary for the purposes for which it was collected and as required or permitted by applicable medical-record, legal, tax, regulatory, contractual, and business requirements. When information is no longer required, BRCIM may securely delete, destroy, or de-identify it as appropriate and permitted by law.

THIRD-PARTY SITES AND SERVICES

BRCIM's website or communications may contain links to third-party websites, portals, applications, or services. This Privacy Notice does not govern the independent privacy practices of those third parties. Individuals should review the privacy notices of third-party services before providing information to them.

CHILDREN'S AND MINORS' INFORMATION

BRCIM may collect information about minors when providing health care or related services. Such information is handled in accordance with applicable federal and state law, including rules governing parental or guardian authority, a minor's rights, and confidentiality of particular categories of care.

UPDATES TO THIS NOTICE

BRCIM may update this Privacy Notice from time to time in response to legal, regulatory, technical, operational, or business developments. The current version should identify its effective or last-updated date when published. Material changes may be communicated by reasonable means appropriate to the circumstances.

PRIVACY OFFICER

For questions, comments, concerns, or privacy requests, contact the BRCIM Privacy Officer at ma@onepcp.com.

DATA PROTECTION OFFICER

For data protection inquiries, contact the BRCIM Data Protection Officer at ma@onepcp.com.

CONTACT US

Questions, concerns, or requests regarding this Privacy Notice may be directed to Boca Raton Center for Internal Medicine (BRCIM) through the practice's published contact channels or by email at ma@onepcp.com. Requests involving medical records or protected health information should be directed to the practice using its designated privacy or medical-records process.