

# Dizon Medicine Privacy Policy

Dizon Medicine operates dizonmedicine.com. We are a medical practice providing primary care and specialty care services to our patients. This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you visit our website or opt in to receive communications from us, including SMS/text messages.

This Privacy Policy applies to non-medical personal information collected through the Website. Protected Health Information (PHI) collected or used in connection with your medical care is governed by our separate **Notice of Privacy Practices** under the Health Insurance Portability and Accountability Act (HIPAA), which is provided to patients during visits or available upon request.

We are committed to protecting your privacy. By using our Website or providing information to us, you agree to the practices described in this Privacy Policy.

## 1. What Personal Information We Collect

We collect the following types of personal information through the Website:

- **Information you provide directly:**
  - Name
  - Email address
  - Phone number (including for SMS/text messaging)
  - Mailing address
  - Any other details you submit via web forms (e.g., appointment requests, inquiries about primary or specialty care services, or newsletter subscriptions)
- **Automatically collected information:**
  - IP address
  - Browser type and device information
  - Usage data (e.g., pages visited, time spent on the Website)
- **Information from SMS opt-ins:**
  - Your mobile phone number
  - Opt-in consent for SMS messages
  - Message history and interaction data (e.g., timestamps)

We do not collect Protected Health Information (PHI) such as medical history or diagnoses through general web forms. If you provide health-related details in an inquiry, we treat it securely and it may become part of your medical record under HIPAA.

## 2. How We Use Your Personal Information

We use your personal information for the following purposes:

- To respond to inquiries, schedule appointments, or provide information about our primary care and specialty services
- To send communications, including appointment reminders, or promotional updates (only with your consent where required)
- To send transactional messages (e.g., confirmations)
- To improve our website and patient experience
- To comply with legal obligations

For SMS messages specifically: We use your phone number and consent to send you messages you opted in to receive, such as appointment reminders or practice updates. Message and data rates may apply.

## 3. Who We Share Your Personal Information With

We may share your personal information with:

- **Service providers:** Third-party vendors who assist with Website operations, email delivery, or SMS messaging (e.g., scheduling tools or communication platforms). These providers are required to protect your information and use it only for the services they provide to us.
- **Legal authorities:** When required by law (e.g., court order).
- **Business transfers:** In the event of a merger, acquisition, or sale of assets.

We do not sell your personal information to third parties for their marketing purposes.

**SMS-Specific Disclosure:** SMS consent is not shared with third parties or affiliates. Your opt-in consent for SMS messages is used solely by us to send you messages and is not provided to any unrelated third parties or affiliates for their own use.

## 4. Security of Your Information

We implement reasonable security measures to protect your personal information. However, no online transmission is 100% secure. For PHI, we follow HIPAA security standards as described in our Notice of Privacy Practices.

## **5. Your Choices and Rights**

- Opt out of SMS at any time by replying "STOP" to any message.
- Unsubscribe from emails via the link in any email.
- Request access, correction, or deletion of your personal information by contacting us (subject to legal requirements).
- For rights related to PHI, refer to our HIPAA Notice of Privacy Practices.

## **6. Changes to This Privacy Policy**

We may update this policy periodically. Changes will be posted here with an updated Effective Date.

## **7. Contact Us**

For questions about this Privacy Policy: 559-299-2997, 7417 N Cedar Avenue Ste. 103 Fresno, CA 93720.

For HIPAA-related questions or to request our Notice of Privacy Practices, contact our Privacy Officer at the above details.