

Privacy Policy

Effective Date: July 19, 2026

Alveida Health Group Privacy Policy

Welcome to the Alveida Health Group website ("Website"). At Alveida Health Group ("Alveida," "we," "our," or "us"), we value your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard information obtained through our Website and online services.

This Privacy Policy applies only to information collected through our Website. It does not replace our **HIPAA Notice of Privacy Practices**, which governs how we use and disclose Protected Health Information (PHI) in connection with the healthcare services we provide.

By accessing or using this Website, you acknowledge that you have read and understood this Privacy Policy.

Information We Collect

We may collect information that you voluntarily provide, including:

- Name
- Email address
- Telephone number
- Mailing address
- Appointment requests
- Information submitted through contact forms
- Employment applications
- Insurance information submitted through online forms
- Any other information you choose to provide

We also automatically collect certain technical information, including:

- IP address
- Browser type and version
- Device information
- Operating system
- Date and time of visits
- Pages viewed
- Referring websites
- Website usage statistics
- Cookie and analytics data

Protected Health Information (PHI)

If you are a patient of Alveida Health Group, certain information you provide may constitute Protected Health Information (PHI) under the Health Insurance Portability and Accountability Act (HIPAA).

Our collection, use, and disclosure of PHI are governed by our separate **HIPAA Notice of Privacy Practices**, available upon request and as required by applicable law.

Please do not submit sensitive medical information through website forms unless specifically instructed to do so through a secure communication method.

How We Use Your Information

We may use your information to:

- Respond to inquiries
- Schedule appointments
- Communicate regarding healthcare services
- Process patient requests
- Verify insurance information
- Improve our Website and services
- Send appointment confirmations or reminders
- Respond to employment inquiries
- Maintain website security
- Detect fraud or unauthorized activity
- Comply with legal and regulatory requirements

Cookies and Tracking Technologies

Our Website may use cookies and similar technologies to:

- Remember user preferences
- Improve website functionality
- Analyze website traffic
- Monitor website performance
- Enhance user experience

You may disable cookies through your browser settings; however, some features of the Website may not function properly.

Analytics

We may use third-party analytics providers, such as Google Analytics, to better understand how visitors use our Website. These providers may collect information regarding your interactions with the Website using cookies and similar technologies.

How We Share Information

We do **not sell** your personal information.

We may share information with:

- Healthcare providers involved in your care
- Insurance companies and healthcare payors
- Business associates performing services on our behalf
- Website hosting providers
- Information technology service providers
- Payment processors
- Government agencies when required by law
- Public health authorities
- Law enforcement when legally required
- Professional advisors and auditors

All vendors with access to personal information are expected to maintain appropriate confidentiality and security measures.

Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, or destruction.

These safeguards may include:

- SSL/TLS encryption
- Secure hosting environments
- Access controls
- Password protections
- Security monitoring
- Employee privacy training
- Routine software updates

Although we strive to protect your information, no method of electronic transmission or storage can be guaranteed to be completely secure.

Email Communications

Email communications may not always be secure. Unless encrypted, email should not be used to transmit sensitive medical information.

If you believe you are experiencing a medical emergency, call **911** or visit the nearest emergency department. Do not rely on email or the Website for urgent medical needs.

SMS/Text Messaging

If you provide your mobile phone number, you may receive appointment reminders or other healthcare-related communications, subject to your consent.

You may opt out of text messages at any time by following the instructions provided in the message or by contacting our office.

Message and data rates may apply depending on your mobile carrier.

Third-Party Websites

Our Website may contain links to third-party websites. We are not responsible for the privacy practices, content, or security of external websites.

We encourage users to review the privacy policies of any third-party websites they visit.

Children's Privacy

Our Website is not directed toward children under the age of 13.

We do not knowingly collect personal information from children without appropriate parental consent. If we become aware that such information has been collected inadvertently, we will take reasonable steps to delete it where required by law.

Your Privacy Choices

You may contact us to:

- Update your personal information
- Request corrections
- Ask questions about our privacy practices
- Opt out of marketing communications
- Request information regarding the personal information we maintain, where applicable

Certain healthcare records must be retained as required by federal and Arizona law and therefore may not be deleted upon request.

Arizona Residents

Alveida Health Group complies with applicable federal and Arizona laws governing the privacy and confidentiality of personal and health information.

Data Retention

We retain personal information only as long as necessary to:

- Provide requested services
- Comply with legal obligations
- Meet healthcare record retention requirements
- Resolve disputes
- Enforce agreements
- Protect our legal rights

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law.

The updated version will be posted on this Website with a revised Effective Date.

Your continued use of the Website after changes are posted constitutes your acceptance of the revised Privacy Policy.

Contact Us

If you have questions regarding this Privacy Policy or our privacy practices, please contact us:

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