

Privacy Policy Regulating Telecommunications

Updated: February, 2024

Overview

Excel Physical Therapy & Rehab, herein referred as “Excel” recognizes the value of privacy of its patients and customers. This privacy notice provides more specific information on how Excel’s text messaging service collects and processes your personal information.

How We Collect Information

Your personal information is collected directly from you or your referring provider as part of obtaining and recording protected health information (PHI) that is critical to provide healthcare services to you. While we collect necessary PHI for healthcare delivery, only your first, last name, and phone number is used for text messaging purposes.

How This Information Is Used

We use this information primarily for following purposes:

- Communicating with you regarding your appointments
- Informational and promotional activities
- Updates regarding important dates/activities

With Whom This Information Is Shared

All PHI collected is protected under the Health Insurance Portability and Accountability Act (HIPAA) and is shared only with your designated third parties such as your referring physician and your insurance company. We do not share, sell or rent your personal information to any party that is not associated with necessary business activity of Excel. This is primarily limited to our business partners providing us with electronic medical record capabilities and telecommunication services. We require our service providers to keep your personal information secure, and do not allow them to use or share your personal information for any purpose other than providing services on our behalf. We may also share your personal information when required by law, or when we believe sharing will help to protect the safety, property, or rights of Excel, its customers, and guests.

What Choices You Can Make About Your Information

If you wish to unsubscribe from text messages for a campaign, you can reply with words, such as 'cancel', 'end', 'quit', 'unsubscribe', 'stop', or 'stop all' and you will no longer receive messages.

If you wish to re-subscribe, reply with words, such as 'start', 'yes', or 'unstop'. Please note that unsubscribing from text messages from one campaign will not unsubscribe you from other campaigns. Unsubscribing will not remove your information from Excel's source systems.

How Information Is Secured

Excel recognizes the importance of maintaining the security of the information it collects and maintains, and we endeavor to protect information from unauthorized access and damage. Excel strives to ensure reasonable security measures are in place, including physical, administrative, and technical safeguards to protect your personal information.

Privacy Notice Changes

This privacy notice may be updated from time to time. We will post the date our notice was last updated at the top of this privacy notice.

Who to Contact with Questions or Concerns?

If you have any concerns or questions about how your personal data is used, please contact Excel's administrator by calling (989) 341-1919.