



Dr. Derek's  
Concierge  
Chiropractic

## Privacy Policy

Effective Date: July 10, 2025

Business Name: Dr. Derek's Concierge Chiropractic LLC

Website: [drderekchiropractic.com/privacy-policy](http://drderekchiropractic.com/privacy-policy)

### 1. Introduction

Dr. Derek's Concierge Chiropractic LLC ("we," "our," or "us") respects your privacy. This Privacy Policy explains how we collect, use, and protect personal information when you visit our website, communicate with us, or use our services. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement. By accessing or using our website, you consent to the practices described in this policy.

### 2. Information We Collect

We may collect the following types of personal information:

- Name and job title
- Contact information including email address, phone number
- Health-related information voluntarily provided in communication or intake forms
- Appointment preferences and service interest
- Demographic information such as postcode, preferences and interests
- Payment-related information (if collected via Stripe or other secure processor)
- Device/browser data through website analytics tools (see "Cookies")

We only collect information that is necessary to deliver our services and operate this website securely.

### 3. How We Use Your Information

We may use your information to:

- Internal recording keeping
- Schedule and confirm appointments
- Communicate regarding your care or inquiries
- Send reminders, confirmations, or follow-ups

- Comply with applicable health regulations
- Improve our services and site performance

We do not sell or rent your information to third parties.

#### **4. Data Security**

We are committed to ensuring that your information is protected. We implement reasonable and appropriate security measures to safeguard the personal and health-related data we collect. These measures include physical safeguards, electronic protections (such as encryption), and managerial protocols designed to prevent unauthorized access, disclosure, alteration, or loss.

While we strive to use commercially acceptable means to protect your information, no method of transmission or storage is 100% secure. Therefore, we cannot guarantee absolute security.

#### **5. HIPAA Notice of Privacy Practices (Embedded)**

Although we are a cash-only practice and do not bill insurance, we still handle health-related information ("Protected Health Information" or PHI) that is covered under HIPAA.

We are committed to safeguarding your PHI as required by law.

Your HIPAA Rights Include:

- The right to access your health records
- The right to request corrections
- The right to request restrictions on disclosures
- The right to receive an accounting of disclosures
- The right to file a complaint if you believe your privacy rights have been violated

We will never share your health information without your consent unless required by law (ex., court order, public health concern). For full HIPAA information or a copy of our official Notice of Privacy Practices, please contact us using the details below.

Notice of Privacy Practices (Full Version)

We are committed to protecting your health information as required by law. Our full HIPAA Notice of Privacy Practices outlines how your Protected Health Information (PHI) is handled, your rights, and how you can file a complaint.

[Click here to download our Notice of Privacy Practices \(PDF\).](#)

## **6. Communications & Consent**

By submitting a form, booking an appointment, or contacting us through this website, you consent to be contacted via phone, email, or SMS.

We may contact you via email, SMS/text, or phone for scheduling, appointment reminders, and follow-up purposes. By providing your contact information, you consent to receive such communications and accept associated privacy risks. You may opt out at any time.

Note: Email and SMS are not always secure communication channels. We limit PHI shared through these channels to basic scheduling and logistics unless you authorize otherwise.

## **7. Third-Party Services**

We use HIPAA-conscious tools to operate our practice. These may include:

- Google Workspace (email, client information, document handling)
- Airtable (data and information)
- Calendly (appointment scheduling)
- Stripe (payment processing)
- IntakeQ (intake forms)
- Google Analytics (site performance tracking)
- JotForm (application information collection)
- Zapier (automation, workflow)
- Twilio (communication workflow)

These services may collect limited personal data. We recommend reviewing their privacy policies as well.

## **8. Cookies and Tracking**

This website may use cookies or analytics tools (like Google Analytics) to understand site usage and improve the experience. These cookies do not collect identifiable health data.

You can disable cookies via your browser settings at any time.

## **9. External Links**

Our website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## **10. Your Choices**

You may request to:

- Review or update your personal information
- Opt out of certain communications
- Request deletion of non-medical data we have stored- Access or correct your health record (as per HIPAA) Contact us to exercise any of these rights.

## **11. Good Faith Estimate (No Surprises Act)**

Under federal law, you have the right to receive a “Good Faith Estimate” explaining how much your medical care will cost.

This applies to clients who are uninsured or who choose not to use insurance (self-pay). Please visit [drderekchiropractic.com/good-faith-estimate](http://drderekchiropractic.com/good-faith-estimate) for more information.

## **12. Accessibility**

Dr. Derek's Concierge Chiropractic is committed to providing services to all clients, including those with disabilities. Because services are delivered in the client's home or location of choice, the client is responsible for ensuring the treatment area is reasonably accessible. Reasonable accommodations will be made upon request.

## **13. Changes to This Policy**

We reserve the right to update this Privacy Policy at any time. Changes will be posted on this page with a revised effective date.

## **14. Contact Us**

If you have any questions about this Privacy Policy or our data practices, please contact:

Dr. Derek's Concierge Chiropractic LLC

Email: [derek@drderekchiropractic.com](mailto:derek@drderekchiropractic.com)

Location: 971 US Highway 202N #8164 Branchburg, NJ, 08876-3757 HIPAA

Compliance Officer: Dr. Derek Van Benthuyzen. D.C.