

Privacy Policy for Called 2 Fitness

## Introduction

At Called 2 Fitness, we are committed to protecting your privacy and ensuring that your personal and health information is handled in a safe and responsible manner. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, engage in our physical therapy or wellness services, or otherwise interact with us.

# 1. Information We Collect

### a. Personal Information

Full name, Date of birth, Mailing address, Email address, Phone number, Emergency contact information, Payment information (if applicable)

### b. Health Information (Protected Health Information – PHI)

Medical history, Diagnosis and treatment records, Physician referral details, Therapy session notes, Insurance status (if relevant), Functional assessments and progress tracking

### c. Website Usage Data

IP address, Browser type, Pages viewed, Time and date of visits, Site interaction behavior (for analytics purposes)

# 2. How We Use Your Information

- Providing and managing physical therapy and wellness services

- Communicating with you about appointments and services

- Maintaining treatment records and improving quality of care

- Processing payments and invoicing

- Responding to your inquiries

- Sending newsletters or updates (with consent)

- Complying with legal and regulatory requirements

# 3. Health Data Privacy and HIPAA Compliance

As a provider of physical therapy services, Called 2 Fitness complies with the Health Insurance Portability and Accountability Act (HIPAA) and applicable Washington State privacy laws.

### a. Your Rights Under HIPAA

- Access and request a copy of your health records

- Request amendments to your health records

- Request restrictions on certain uses or disclosures

- Receive an accounting of disclosures

- File a complaint if you believe your privacy rights have been violated

### b. Use and Disclosure of PHI

- For treatment purposes (e.g., communication with referring providers)

- For payment purposes (e.g., if you seek reimbursement from insurance)

- For healthcare operations (e.g., quality assessment)

- With your written authorization for specific uses (e.g., testimonials)

- When required by law (e.g., public health reporting, court orders)

### c. Data Protection Practices

- Storing paper and digital records securely

- Limiting access to authorized personnel only

- Using encrypted digital platforms for communication and record-keeping

- Training staff on HIPAA and privacy best practices

# 4. Sharing Your Information

- Other healthcare professionals involved in your care (with your consent)

- Technology service providers (e.g., scheduling or billing platforms) who are bound by confidentiality agreements

- Legal authorities when required by law

# 5. Data Retention

We retain health records in accordance with federal and state laws. In Washington State, we typically retain adult health records for at least 6 years from the date of last service.

# 6. Your Choices and Rights

- You may opt out of marketing communications

- You may request a restriction on certain disclosures

- You may revoke any previously given authorization in writing

# 7. Cookies and Online Tracking

Our website may use cookies to enhance user experience, track site usage, and improve content. You can control cookie preferences through your browser settings.

# 8. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the content or privacy practices of those sites.

# 9. Children's Privacy

We do not knowingly collect information from individuals under 13 without parental or guardian consent.

# 10. Changes to This Policy

We may update this policy periodically to reflect changes in regulations, technology, or practices. Updated versions will be posted with a revised effective date.

# 11. Contact Us

Called 2 Fitness

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