

Washington State Consumer Health Data

Privacy Policy

Effective Date: 30 June 2024

Last Revised: 09 January 2024

Your privacy is very important to us. At Vitality Chiropractic, we are committed to protecting your personal and health information. This policy explains how we collect, use, and share your information in compliance with Washington State's *My Health My Data* law.

Applicability

This Policy applies, subject to several exceptions (including HIPAA), to personal information that is linked or reasonably linkable to you and that identifies your past, present or future physical or mental health status within the meaning of MHMD ("Washington Health Data"). It applies only if you are:

- A resident of Washington; or
- An individual about whom information is collected in Washington.

Note that this Policy does not apply to personal information that is not subject to MHMD, including to information that is specifically exempted from MHMD, which includes, among other things, protected health information subject to the Health Insurance Portability and Accountability Act of 1996 and its implementing regulations (HIPAA). Additional information relating to how Vitality Chiropractic processes data not subject to MHMD can be found in our [HIPPA Privacy Policy](#).

1. What Washington Health Data We Collect

We collect Washington Health Data in connection with our services and products and the type of Washington Health Data depends on the specific service or product offering that you use or receive and your interaction with us. Examples of Washington Health Data that we collect may include:

- information about your health-related conditions, symptoms, status, diagnoses, testing, or treatments (including surgeries, procedures, use or purchase of medications, or other social, psychological, behavioral, and medical interventions)
- measurements of bodily functions, vital signs, symptoms, or health characteristics, steps and other physical activity data (e.g., swimming, biking, burned calories, heart rate), activity and fitness time data, sleep data, nutrition data, mindfulness data, blood pressure, pulse and heart rate data, weight tracking data (e.g., body fat percentage, weight, height, body mass index, and other body mass information), blood glucose data, blood oxygen levels data, and body temperature data
- information on reproductive or sexual health
- information that could identify your attempt to seek health care services or information (e.g., we may collect your search queries on our websites and mobile apps, which may include queries concerning health-related topics)

- other information that may be used to infer or derive data related to the above or other health information.

Washington Health Data does not include data related to the shopping habits or interests of a consumer if that information is not used to identify the specific past, present or future health status of the consumer. The following list summarizes the purposes for which we collect, use, and disclose your personal information.

We collect personal and health-related data in order to provide chiropractic care. The types of information we collect include:

- **Personal Information:** Name, address, phone number, email address, date of birth, marital status and emergency contact.
 - **Health Information:** Medical history, vitals, diagnosis, treatment plans, X-rays, and progress notes.
 - **Billing Information:** Insurance details, payment methods, and credit card information.
 - **Communication Data:** Any emails, phone calls, or text messages you exchange with our office.
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2. How We Use Your Information

We use your information to provide you with the highest quality of chiropractic care and for the following purposes:

- **Health Care Services:** To diagnose and treat your condition, create treatment plans, and monitor your progress.
- **Scheduling Appointments:** To contact you regarding appointments, reminders, or follow-up visits.
- **Billing and Payments:** To process insurance claims and payments for the services you receive.
- **Communication:** To respond to inquiries and send updates related to your care or our services.

We primarily collect and use Washington Health Data as necessary to provide you with the requested products or services. This may include the following:

- to provide and maintain our services
- to communicate with you
- to troubleshoot and improve our services
- to personalize your experiences
- for essential business operations that support the provision of our products and services
- to comply with legal obligations and respond to legal process.

We may collect and use Washington Health Data for other purposes for which we obtain your consent as required by MHMD. This may include the following:

- marketing purposes
- surveys or reviews
- the purposes described in the request for consent
- any other lawful purpose for which we obtain your consent.

We may also collect and use Washington Health Data to protect the Company, our users, and the public, such as to:

- prevent, detect, protect against, or respond to security incidents, identity theft, fraud, harassment,
- prevent, detect, protect against, or respond to malicious or deceptive activities, or any activity that is illegal under Washington state law or federal law
- preserve the integrity or security of systems
- investigate, report, or prosecute those responsible for any such action that is illegal under Washington state law or federal law.

We may deidentify or anonymize Washington Health Data so that it cannot reasonably be reidentified by us or by another person, and we may use this deidentified data for any reason permitted by applicable law.

3. Sharing of Your Information

We may share each of the categories of Washington Health Data described in this Policy as necessary to provide you with a product or service you request, with your consent, or for certain security-related purposes, such as:

- **Health Care Providers:** If we need to coordinate care with other healthcare professionals, such as a primary care physician.
- **Insurance Companies:** To submit claims and facilitate payments for services rendered.
- **Service Providers:** Companies we use to process payments or manage electronic health records, subject to confidentiality agreements.

Sources of Your Washington Health Data

We collect your information directly from you, automatically as you interact with our websites and mobile applications, and from other third party or public sources. The specific sources of Washington Health Data depend on the service or product offering that you use and your interaction with us.

Third Parties with Which We Share Washington Health Data

Vitality Chiropractic does not sell Washington Health Data. When necessary, we share Washington Health Data with the following categories of third parties:

- service providers
- third parties, as required or expressly permitted by law, such as government agencies and law enforcement in response to legal process or other third parties as necessary to protect the Company, our users, and the public
- other third parties as necessary to provide the services or products you requested
- financial institutions and payment processors
- other users and individuals at your direction with proper documentation

We will only share this data when we have a separate written authorization from you to do so. Nonetheless, please note that third parties may still be able to collect consumer health data from you over time and across different websites depending on browser, browser add-ons, and permissions you set on your device. Data collected by those third parties is unrelated to our collection of Washington Health Data from you, and we recommend reviewing those third parties' privacy notices for more information about their collection methods to opt out of such collection.

For a list of third parties we use that houses your personal information, please see the following:

- NewFangled Commerce: Partnered Marketing company has email addresses to send correspondence as we request. Also helps maintain website functionality and submit inquiries to us made via the website.
- JotForm: Software/platform that all patient forms are created, submitted to patients for completion and stored for the convenience of the patient to be able to complete paperwork electronically before their appointment.
- Microsoft: Teams & Outlook is used for internal communication purposes as well as document storage so all employees have access to all information to ensure that administrative tasks can be completed, and the office can function smoothly.
- Wix: Website builder used to ensure functionality and ease of use for our website. Cookies and other tracking software may be used by Wix.

4. Your Rights Regarding Your Data

Under Washington's *My Health My Data* law, you have the following rights:

- **Access:** You may request access to the personal and health data we have collected.
- **Deletion:** You may request that we delete your personal and health data, except in cases where we are required to retain information for legal, billing, or health care reasons.
- **Correction:** You can request that any inaccuracies in your data be corrected.
- **Data Portability:** You have the right to receive your health information in a structured, commonly used format for transfer to another provider.
- **Opt-Out of Data Sharing:** You may opt-out of having your health data shared with third parties.

To exercise these rights, please contact us at info@vitalitychiropractic.com. We will respond to your request within 30 days.

5. Security of Your Information

We take appropriate measures to protect your personal and health information from unauthorized access, alteration, disclosure, or destruction. This includes:

- Encryption of electronic health records
 - Secure storage of physical records
 - Access controls to limit who can view your data
 - Use of Firewalls and secure servers
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6. Data Retention

We retain your personal and health information only as long as necessary to provide you with care, comply with legal obligations, or as required by applicable regulations. If you request deletion of your data, we will securely dispose of it except where retention is necessary for legal reasons.

7. Changes to This Policy

We may update this privacy policy from time to time to comply with new regulations or improve our practices. Any changes will be posted on our website, and we will notify you of any significant updates.

8. Contact Us

If you have any questions or concerns regarding this privacy policy or how we handle your information, please contact us at:

Vitality Chiropractic
21904 Marine View Dr. S., Suite C, Des Moines, WA 98198
Phone: 206) 824-5521
FAX: 206) 212-7455
Email: info@vitalitychiropractic.com

This privacy policy is designed to protect your health information in compliance with Washington State's *My Health My Data* law in addition to the federal Health Insurance Portability and

Accountability Act (HIPAA). Your trust is important to us, and we are dedicated to keeping your information safe.