



# PRIVACY POLICY

Effective Date: January 1, 2025 | Last Updated: March 1, 2026

## 1. Introduction and Scope

OrthoGo, A Division of OrthoWest ("Practice," "we," "us," or "our") operates an Orthopedic, medical practice and is committed to responsible management of patient and consumer information. This Privacy Policy describes how we collect, use, disclose, and share information obtained through your interactions with us, including in-person visits, telephone communications, digital platforms, our website, patient portal, and mobile messaging programs.

This policy applies to all individuals who interact with our Practice, including patients, prospective patients, caregivers, and website visitors. By accessing our services or engaging with our communications, you acknowledge the practices described herein.

## 2. Information We Collect

### 2.1 Personal and Health Information

We collect a broad range of personal information in connection with providing medical services and operating our practice, including but not limited to: full name, date of birth, address, telephone numbers, email address, health insurance information, medical history, treatment records, diagnostic results, prescription information, financial and billing information, and emergency contact details.

### 2.2 Digital and Communications Data

When you visit our website or patient portal, we may collect IP addresses, browser type, device identifiers, pages visited, time spent on pages, and other usage statistics through cookies, web beacons, and similar tracking technologies. When you communicate with us via text message, email, or other electronic means, we retain those communications and associated metadata.

### 2.3 Mobile Messaging Opt-In

Our Practice offers SMS and mobile messaging programs for appointment reminders, health notifications, billing alerts, and promotional health communications. Participation in these programs requires your affirmative consent (opt-in). By providing your mobile phone number and confirming enrollment — whether via a written consent form, our patient portal, a web-based sign-up form, or by texting a keyword to our designated short code — you consent to receive recurring automated text messages from us or our authorized messaging partners. Message and data rates may apply. Message frequency varies. You may opt out at any time by replying STOP.



### **3. How We Use Your Information**

We use the information we collect for a variety of purposes, including: providing and coordinating medical care, processing billing and insurance claims, communicating appointment reminders and follow-up instructions, improving our clinical and operational services, conducting internal research and quality assurance, complying with legal and regulatory obligations, and supporting our administrative functions. We may also use your contact information to send you health education materials, newsletters, and service-related announcements.

### **4. Disclosure and Sharing of Information**

#### **4.1 Sharing With Third-Party Partners and Vendors**

We may share your personal and health information with third-party companies and vendors who assist us in operating our practice and delivering services. These third parties may include electronic health record platforms, billing and revenue cycle management companies, patient communication vendors, appointment scheduling services, cloud hosting providers, analytics and marketing technology providers, and other healthcare and technology partners. These companies may use your information to perform services on our behalf or in connection with services we offer.

#### **4.2 Business Partners and Affiliated Entities**

We may share your information with affiliated medical entities, health systems, specialty referral networks, and business partners with whom we have established relationships. This sharing may occur for purposes such as care coordination, joint ventures, business operations, or to offer you additional health services that may be of interest to you. In some circumstances, our business partners may use your information independently in accordance with their own privacy policies.

#### **4.3 Mobile and Communications Data Sharing**

Information collected in connection with our digital and mobile communications programs, including contact details, device information, and engagement data, may be shared with our communications platform providers, analytics vendors, and marketing technology partners. This data may be used by such companies to improve message delivery, analyze campaign performance, and support related business functions. We do not represent that mobile opt-in data is categorically excluded from such sharing arrangements.

#### **4.4 Legal and Regulatory Disclosures**

We may disclose your information when required by law, court order, or governmental regulation; to comply with legal processes served upon us; to protect the rights, property, or safety of our Practice, patients, or the public; or in connection with an investigation of fraud, abuse, or illegal activity.



#### **4.5 Business Transfers**

In the event of a merger, acquisition, sale of assets, or other business transaction, your information may be transferred to the acquiring or successor entity as part of that transaction. We will endeavor to notify you of any such change as required by applicable law.

### **5. HIPAA and Protected Health Information**

To the extent that information we collect constitutes Protected Health Information (PHI) as defined by the Health Insurance Portability and Accountability Act of 1996 (HIPAA), it is also governed by our Notice of Privacy Practices, which is provided to patients separately. In the event of any conflict between this Privacy Policy and our HIPAA Notice of Privacy Practices regarding PHI, the Notice of Privacy Practices will control.

### **6. Cookies and Tracking Technologies**

Our website uses cookies and similar technologies to enhance user experience, analyze traffic, and support marketing activities. We may use first-party and third-party cookies, including those placed by analytics providers and advertising networks. By continuing to use our website without adjusting your browser settings, you consent to our use of cookies. You may disable cookies through your browser settings, though this may affect the functionality of certain features.

### **7. Your Choices and Rights**

Depending on your jurisdiction, you may have rights regarding your personal information, including the right to access, correct, or request deletion of certain data we hold about you. To exercise these rights, or to update your communication preferences, please contact our Privacy Officer using the information in Section 10. Please note that certain data must be retained for legal, regulatory, or clinical recordkeeping purposes and may not be deleted upon request.

For mobile messaging programs, you may opt out of receiving text messages at any time by replying STOP to any message or by contacting us directly. Opting out of marketing messages will not affect your receipt of clinically necessary communications.

### **8. Data Retention**

We retain personal information for as long as necessary to fulfill the purposes for which it was collected, comply with applicable legal and regulatory requirements, resolve disputes, and



enforce our agreements. Medical records are retained in accordance with applicable state and federal law, which may require retention for a minimum of seven to ten years. Communications and marketing data may be retained in accordance with our internal data governance policies.

## 9. Security

We implement administrative, technical, and physical safeguards designed to protect the information we collect from unauthorized access, disclosure, alteration, or destruction. However, no data transmission or storage system can be guaranteed to be 100% secure. We encourage you to use strong passwords, protect your login credentials, and promptly report any suspected unauthorized access to your account.

## 10. Contact Information

Questions, concerns, or requests regarding this Privacy Policy or our data practices should be directed to our Privacy Officer:

### Privacy Officer

OrthoGo, A Division of OrthoWest  
24331 El Toro Rd., Suite 200  
Laguna Woods, CA 92637  
Phone: (949) 586-3200  
Email: [doconnor@scosortho.com](mailto:doconnor@scosortho.com)

## 11. Changes to This Policy

We reserve the right to update or modify this Privacy Policy at any time. Material changes will be communicated via our website, patient portal, or direct notification as appropriate. Your continued use of our services following any such update constitutes your acceptance of the revised policy. We encourage you to review this policy periodically.