

Privacy Policy (Facebook Lead Ads & Appointment Requests)

Effective Date: 01/01/2026

Clinic: ALL Clinics staffed by Dr. Rao (Referred below by THE CLINIC)

Website: <https://drraonyc.com>

Contact: raghavendraraos@drraonyc.com

1) What this Privacy Policy Covers

This Privacy Policy explains how THE CLINIC collects, uses, stores, and shares personal information when you submit your information through our Facebook/Instagram Lead Ads or otherwise request an appointment or information from us.

2) Information We Collect

When you submit a lead form or request an appointment, we may collect:

Identifiers & contact information: full name, phone number, email address

Date of birth

Appointment details: preferred day/time and related scheduling information

Communications: messages you send us (e.g., questions or follow-ups)

Technical/source information: information indicating that you came from Facebook/Instagram Lead Ads (e.g., campaign or form name)

We request that you do not include sensitive medical details (such as diagnoses, symptoms, or treatment information) in free-text fields unless specifically asked by our staff through a secure channel.

3) How We Use Your Information

We use the information we collect to:

Contact you (by phone, email, and/or text) to respond to your inquiry

Schedule and manage appointments (including reminders and follow-ups)

Verify identity (e.g., confirming date of birth for scheduling)

Provide customer service and improve our intake/scheduling process

Operational purposes such as recordkeeping, internal reporting, and fraud prevention

Marketing communications (where permitted by law), such as clinic updates or service information. You can opt out at any time (see Section 8).

4) How We Receive Information From Facebook/Instagram

If you submit a Facebook or Instagram lead form, Meta (Facebook/Instagram) may provide your form responses to us. Your use of Facebook/Instagram is also subject to Meta's policies, including their data practices.

Meta Privacy Policy: <https://www.facebook.com/privacy/policy/>

5) How We Share Information

We do not sell your personal information.

We may share your information in the following circumstances:

Service providers/vendors: Companies that help us operate our business (e.g., appointment scheduling tools, CRM systems, email/SMS providers, call services, IT support). They may access information only to perform services for us and are expected to protect it.

Within our clinic/affiliates: Staff and authorized personnel who need the information to contact you and coordinate care/appointments.

Legal/safety reasons: If required by law, regulation, subpoena, court order, or to protect the rights, safety, and security of our patients, staff, and business.

Business transfers: If we are involved in a merger, acquisition, financing, or sale of assets, your information may be transferred as part of that transaction, subject to appropriate confidentiality protections.

6) Data Retention

We retain personal information for as long as reasonably necessary to:

- respond to your request and manage scheduling,
- maintain business records,
- comply with legal, regulatory, and professional obligations.

Retention periods may vary depending on whether you become a patient and applicable legal requirements.

7) Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect your personal information. However, no system can be guaranteed 100% secure, and we cannot guarantee absolute security.

8) Your Choices & Rights

Depending on your location and applicable law, you may have rights to:

- request access to the personal information we hold about you,
- request correction or deletion,
- object to or restrict certain processing,
- withdraw consent (where processing is based on consent).
- Opting out of marketing:

You can opt out of marketing emails by using the unsubscribe link (if provided) or by contacting us at [Privacy Email]. You can opt out of marketing texts by replying “STOP” (where applicable). Even if you opt out of marketing, we may still contact you regarding your appointment or request.

9) Children’s Privacy

Our services and lead forms are not intended for individuals under 18. If you believe a minor has provided us information, contact us at [Privacy Email] and we will take appropriate steps.

10) International/State Notices (Optional—include if applicable)

If you are in certain jurisdictions (e.g., California, Colorado, Connecticut, Utah, Virginia, or the EU/UK), additional privacy rights may apply (such as the right to know, delete, correct, or opt out of certain processing). To exercise rights, contact us using the information in Section 12.

California notice (if applicable): We do not sell personal information as defined by California law. We may share personal information with service providers for business purposes as described above.

11) Changes to This Policy

We may update this Privacy Policy from time to time. We will post the updated version with a new “Effective Date.”

12) Contact Us

If you have questions or requests regarding privacy, contact:

raghavendraraos@drraonyc.com