

## **Privacy Policy**

Effective Date or Last Modified: 10/01/2024

**Dallas Neuropsychology, PLLC** is committed to protecting the privacy and security of your personal information. This privacy policy explains how we collect, use, and share your information when you use our website and services.

### **1. Information We Collect**

- a. *Personal Information:* We may collect personal information such as your name, phone number, email address, and other details you provide through our forms.
- b. *Health Information:* As a healthcare provider, we may collect health information necessary to provide you with care, in compliance with HIPAA regulations.

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

- a. To communicate with you regarding appointments, treatment plans, and other healthcare-related information.
- b. To send SMS notifications (e.g., appointment reminders) when you opt-in via our intake form or other communication methods.
- c. To respond to your inquiries submitted through the “Contact Us” tab or other intake forms on our website.

### **3. Sharing Your Information**

- a. We do not share your phone number or SMS consent with third parties for marketing purposes.
- b. Personal information may be shared with third-party service providers only to facilitate the delivery of our services, in compliance with HIPAA.

### **4. SMS Communications**

- a. By opting in, you consent to receive SMS messages from Dallas Neuropsychology. These messages may include appointment reminders and other health-related communications. Message & data rates may apply.
- b. You may opt out at any time by replying “STOP” to any text message from us.
- c. The SMS Opt-In is optional and is not pre-checked on any of our forms to ensure compliance.

### **5. Data Security**

- a. We implement appropriate technical and organizational measures to protect your personal information from unauthorized access, use, or disclosure.

### **6. Your Rights**

- a. You have the right to access, amend, or request deletion of your personal information. To exercise these rights, please contact our office.

### **7. Changes to This Policy**

- a. We may update this privacy policy periodically. Any changes will be posted on this page with an updated effective date.

For more information or questions about this policy, please contact us at 214-620-5580 or email us at [office@dallasneuropsychology.com](mailto:office@dallasneuropsychology.com).