

Privacy Policy - Notice of Privacy Practices (NPP)

This Privacy Policy applies to Kilkenny Chiropractic, LLC and www.kilkennychiropractic.com. It governs data collection and usage. For the purpose of this Privacy Policy, unless noted otherwise, all references to Kilkenny Chiropractic, LLC include www.kilkennychiropractic.com. Kilkenny Chiropractic, LLC's website is used to provide news, information about chiropractic, and as an appointment platform. By using our website, you consent to the following data practices as described below.

Collection of your personal information – To better provide you with our services and products, Kilkenny Chiropractic, LLC may collect personally identifiable information (PII)/personal health information (PHI), such as your:

- ◆ First and last name
- ◆ Date of birth/age
- ◆ Gender
- ◆ Mailing address
- ◆ Email address
- ◆ Phone numbers
- ◆ Employer/job title; school/major
- ◆ Insurance information
- ◆ Emergency contact information
- ◆ Primary care physician contact information
- ◆ Personal and family health history

If you receive any service or product from Kilkenny Chiropractic, LLC, payment information is used to complete the purchase transaction but none of it will be stored for future use.

We do not collect any personal information about you unless you voluntarily provide it to us. You may be required to provide certain personal information to us when you choose to receive services and/or products.

Kilkenny Chiropractic, LLC may use your information to communicate with you in relation to the services and/or products you receive. Gathering more information from you in the future is a possibility.

Use of your personal information - Kilkenny Chiropractic, LLC collects and uses your personal information in the following ways:

- ◆ To operate and deliver the services and/or products you agreed to receive
- ◆ To provide you with information, services, or products
- ◆ To provide you with notices about your account such as appointment reminders, fees, etc.
- ◆ To complete Kilkenny Chiropractic, LLC's obligations and enforce our rights arising from any contracts entered between you and us, i.e. billing/insurance issues, legal counsel (PIP and slip/fall cases), etc.
- ◆ To notify you about any changes within Kilkenny Chiropractic, LLC
- ◆ In any other way described when you provide the information
- ◆ In any other purpose with your consent

Sharing your personal information with third parties - Kilkenny Chiropractic, LLC does not sell, rent, or lease its patient list to third parties.

Kilkenny Chiropractic, LLC may share data with trusted partners (GoDaddy Inc.) to help perform statistical analysis, send emails, send appointment reminders, and share other social media posts. Automated responses have been set in place when you send a message through our website.

Kilkenny Chiropractic, LLC may disclose your personal information, without notice, if required by law or in the good faith belief that such action is necessary to: conform to the edicts of the law or comply with legal process served upon Kilkenny Chiropractic, LLC, protect and defend the rights or property of Kilkenny Chiropractic, LLC, and/or act under exigent circumstances to protect the personal safety of Kilkenny Chiropractic, LLC or the public.

Automatically collected information - Kilkenny Chiropractic, LLC may automatically collect information about your computer and software. This information can include your IP address, browser type, domain name, access times, and referring website addresses. This information is used for the operation of the service, to maintain the quality of our services, and to provide general statistics regarding the use of our website.

Security of your personal information - Kilkenney Chiropractic, LLC secures your personal information from unauthorized access, use, and/or disclosure. Kilkenney Chiropractic, LLC uses SSL Protocol. We strive to take appropriate security measures to protect you against access to your personal information. Unfortunately, no Internet data transmission or any wireless network can be 100% guaranteed secure. While we strive to protect your personal information, you acknowledge that there are security and privacy limitations inherent to using the Internet that are beyond our control and the security, integrity, and privacy of any and all information and data exchanged between you and us through this site cannot be guaranteed.

Use of “cookies” - Kilkenney Chiropractic, LLC’s website may use “cookies” to help personalize your online experience. You will see a text notification regarding this when you go to our website. A “cookie” is a text file that is placed on your hard disk by a web page server. “Cookies” cannot be used to run programs or deliver viruses to your computer. “Cookies” are uniquely assigned to you and can only be read by the web server in the domain that issued the “cookie”. One of the main uses of “cookies” is to provide a convenience feature to save time. A “cookie” tells the web server that you returned to a specific webpage. As an example, if you interact with our webpage, a “cookie” helps Kilkenney Chiropractic, LLC recall your information on subsequent webpage visits.

You may accept or decline “cookies” and you can usually modify your internet browser settings to decline cookies in general.

Website links - From our website, you can go to the website for Zen Space Wellness Studios or access other platforms for Kilkenney Chiropractic, LLC on Facebook, Instagram, LinkedIn, X (Twitter), and Yelp. Please be aware that Kilkenney Chiropractic, LLC is not responsible for the content on or the privacy practices of these other websites. We encourage you to read the privacy policies of any other websites when you leave our website.

Right to deletion – Kilkenney Chiropractic, LLC adheres to the following law: *According to Rule 64B8-10.002(3), FAC : A licensed physician shall keep adequate written medical records, as required by Section 458.331(1)(m), Florida Statutes, for a period of at least five years from the last patient contact; however, medical malpractice law requires records to be kept for at least seven years.*

Upon verifiable request from you, your website account can be deleted so that you will no longer receive any text or email appointment reminders or any other marketing communications including birthday emails, social posts, etc.

Children under thirteen - Kilkenney Chiropractic, LLC does not knowingly collect personal information from children under the age of 13. If you are under the age of 13, you **must** get permission from one of your parents or guardians to use our website.

Email communications - Kilkenney Chiropractic, LLC may contact you by text and/or email to send appointment reminders, announcements, promotional offers, alerts, surveys, and/or other general communication. In order to improve our services, we may receive a notification when you receive and/or open an email from Kilkenney Chiropractic, LLC or click on an enclosed link. If you would like to stop receiving email communications from Kilkenney Chiropractic, LLC, you may opt out by clicking the “unsubscribe” tab at the bottom of any received email and follow the prompt. You may also contact Kilkenney Chiropractic, LLC directly at (407)707-5234.

Changes to this Privacy Policy - Kilkenney Chiropractic, LLC reserves the right to change this Privacy Policy. When the changes to this Privacy Policy are significant, we will post the updated Privacy Policy on our website where it can be downloaded for your perusal. A printed copy of this Privacy Policy is also available upon request. Your continued use of our website constitutes your acknowledgement of and agreement to be bound by the updated Privacy Policy.

Contact information - Kilkenney Chiropractic, LLC welcomes any questions or concerns regarding this Privacy Policy. If you believe that Kilkenney Chiropractic, LLC has not adhered to this Privacy Policy, please contact us at:

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