



Privacy Policy

Effective Date: 08/01/2026

Rivers Edge Pain Specialists (“REPS,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the personal information you share with us through riversedgepain.com and related online services. This Privacy Policy explains how we collect, use, disclose, and safeguard information when you visit our website, submit forms, or otherwise interact with us at riversedgepain.com online.

Information We Collect

We may collect information in the following ways:

- **Information you provide directly**, such as your name, email address, phone number, mailing address, appointment requests, form submissions, and any other information you choose to share.
- **Information collected automatically**, such as IP address, browser type, device information, operating system, pages visited, referring website, and general website usage data.
- **Information collected through cookies, pixels, tags, and similar technologies** used to operate the website, measure performance, and support marketing and analytics.
- **Information collected through secure patient tools or portals**, if applicable, including account details and health-related information necessary to provide those services.

Tracking Technologies and Pixels

We use cookies, tracking pixels, tags, and analytics tools to understand how visitors use our website, improve site performance, measure the effectiveness of our outreach, and support advertising and retargeting where permitted. These technologies may collect

information such as browser and device identifiers, IP address, pages viewed, links clicked, and time spent on site.

We may also use additional tracking technologies as needed to support our website and marketing operations. When advertising pixels or third-party tags are enabled, they may be placed on pages where our tracking code is present and may transmit data to the relevant third-party provider for campaign measurement, audience creation, or conversion tracking.

How We Use Information

We may use the information we collect to:

- Respond to questions and requests.
- Schedule appointments and provide healthcare-related services.
- Improve our website, services, and user experience.
- Send administrative, transactional, and service-related communications.
- Measure marketing performance and understand website traffic.
- Maintain security, prevent fraud, and troubleshoot technical issues.
- Comply with legal, regulatory, and healthcare obligations.

Cookies and Consent

Our website may use cookies and similar technologies that are necessary for site operation as well as optional analytics or advertising tools. Where required, we use a consent banner or similar mechanism to allow visitors to manage cookie preferences before non-essential tracking is enabled.

You may also be able to control cookies through your browser settings, but disabling certain cookies may affect website functionality.

Sharing of Information

We do not sell personal information. We may share information only when necessary, including with:

- Service providers that help us operate our website, communications, scheduling, analytics, advertising, or business systems.
- Healthcare personnel or affiliated entities involved in your care or service requests.



- Third-party platforms such as **Jotform, a HIPPA Compliant platform**, and advertising networks when tracking tools, forms, or pixels are used.
- Legal authorities, regulators, or other parties when required by law.
- Business partners or contractors working on our behalf under appropriate confidentiality and security safeguards.

Protected Health Information

If you submit health-related information through secure or patient-specific services, that information may be **protected health information (“PHI”)** and handled in accordance with applicable federal and state privacy laws, including HIPAA. PHI is used and disclosed only as permitted by law and by our applicable Notice of Privacy Practices.

Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect the information we collect. However, no website, system, or method of transmission over the internet can be guaranteed to be completely secure.

Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those third-party sites, and we encourage you to review their privacy policies before providing personal information.

Children’s Privacy

Our website is not intended for children under 13, and we do not knowingly collect personal information from children under 13 through the site. If we learn that we have collected such information, we will take appropriate steps to delete it.

Your Choices

Depending on how you interact with us, you may be able to:

- Update or correct certain contact information.

- Opt out of non-essential communications.
- Request access to or deletion of certain information, subject to legal and healthcare record retention requirements.
- Manage cookies through your browser settings or consent preferences, where applicable and available.

HIPAA Notice

This Privacy Policy addresses website privacy practices only. If you are a patient or use services that involve PHI, our **Notice of Privacy Practices** governs how that information is handled and may provide additional rights and disclosures. You can request a copy of our HIPAA Notice of Privacy Practices by contacting our office.

Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will revise the effective date above and post the updated version on this page. Your continued use of the website after changes are posted means you accept the revised policy.

Contact Us

If you have questions about this Privacy Policy or how your information is handled, contact us at: admin@riversedgepain.com or by phone at (970)424-0722.