



Elixir Healthcare Solutions – Website Privacy Policy

Last Updated: 15-Dec-2025

1. Introduction

Elixir Healthcare Solutions (“Elixir,” “we,” “our,” or “us”) is committed to protecting the privacy and security of all visitors who access our website <https://www.elixireshealth.com>.

This Privacy Policy explains how we collect, use, safeguard, and disclose information obtained through our website and associated online services.

Important Note:

Information you submit through designated patient portals or secure health platforms may be considered **Protected Health Information (PHI)** and is governed by the **Health Insurance Portability and Accountability Act (HIPAA)**. This policy explains how we handle **non-PHI information** collected on the website, as well as how we protect PHI when applicable.

By using this website, you consent to the practices described in this Privacy Policy.

2. Information We Collect

2.1 Information You Voluntarily Provide

When interacting with our website, you may voluntarily provide information such as:

- Name
- Email address
- Phone number
- Appointment requests or inquiry details
- Non-medical messages or form submissions

PHI Notice:

If you submit medical information through:

- a secure patient portal,
- an appointment system requiring PHI,
- telehealth or medical consultation forms,

that information may be treated as **PHI** and handled according to HIPAA requirements.

2.2 Automatically Collected Information

We may automatically collect information when you visit our website, including:

- IP address
- Browser type and version
- Device type

- Pages viewed
- Time and date of visit
- Referring links

We use cookies, analytics tools, and similar technologies to improve website performance and user experience.

2.3 Cookies and Tracking Technologies

Cookies may be used for:

- Website functionality and navigation
- Security and fraud prevention
- Analytics (e.g., understanding page usage and user flow)
- Marketing or remarketing (optional and configurable)

You may modify your cookie settings through your browser.

3. How We Use Your Information

We use collected information to:

- Provide and improve our website and services
- Respond to inquiries or appointment requests
- Communicate updates, newsletters, or service information
- Enhance website performance and security
- Conduct analytics and reporting
- Comply with legal and regulatory obligations

For PHI:

PHI is used **only** for purposes allowed by HIPAA, such as treatment, healthcare operations, and authorized administrative functions.

4. HIPAA Compliance and PHI Handling

Elixir Healthcare Solutions adheres to all applicable HIPAA regulations regarding the protection, use, and disclosure of PHI.

PHI is protected through:

- Encrypted data storage and transmission
- Secure patient portals
- Access controls and authentication
- Staff training on HIPAA compliance
- Business Associate Agreements (BAAs) with approved vendors and service providers

We do **not** use PHI for marketing purposes without explicit, written authorization.

5. Sharing and Disclosure of Information

We do **not sell** personal information or PHI.

We may share non-PHI information with:

- Website hosting or analytics providers
- Email or communication service providers
- IT and cybersecurity partners

PHI may be shared only with:

- Authorized healthcare professionals
- Insurance providers (for billing or claims)
- HIPAA-compliant third-party service providers
- Regulatory or legal authorities when required by law

All third parties with access to PHI must meet strict HIPAA requirements.

6. Data Security

We implement administrative, technical, and physical safeguards to protect personal information, including:

- Encryption of sensitive data
- Firewalls and secure servers
- Regular security monitoring
- Access restrictions
- HIPAA-compliant data handling procedures

Despite our best efforts, no online transmission can be guaranteed 100% secure.

7. Data Retention

We retain information only as long as necessary to:

- Provide services
- Maintain accurate medical records (as legally required)
- Comply with healthcare and legal regulations
- Resolve disputes and enforce contracts

PHI retention follows HIPAA and applicable state laws.

8. Your Rights

Depending on your location and laws that apply to you, you may have rights such as:

- Access to your personal information
- Correction of inaccurate information
- Request for deletion (except where laws require retention)
- Restriction or objection to processing

- Opt-out of marketing communications

HIPAA Rights for PHI:

You may request:

- Access to your medical record
- Corrections to PHI
- A list of disclosures
- Restrictions on certain uses
- Confidential communication preferences

To exercise any rights, contact: **[Privacy Officer Email / Contact Information]**.

9. Third-Party Links

Our website may include links to third-party sites (e.g., insurance portals, medical resources).

We are not responsible for their privacy practices or content.

We encourage you to review their privacy policies independently.

10. Children's Privacy

Our website is **not intended for children under 13**, and we do not knowingly collect personal information from minors without parental consent.

If you believe a child has provided information to us, please contact us immediately.

11. International Data Transfers

If you access our website from outside the United States, your information may be transferred and processed within the U.S.

We take steps to ensure data protections consistent with applicable laws.

12. Changes to This Privacy Policy

We may update or revise this Privacy Policy at any time.

Changes will be posted on this page with an updated "Last Updated" date.

Your continued use of the website signifies acceptance of the revised terms.

13. Contact Us

For privacy-related questions, HIPAA inquiries, or data rights requests, contact:

Elixir Healthcare Solutions

Email: support@elixireshealth.com

Phone: +91-986063085

Address: Pune, Maharashtra 412207