

# Privacy Policy

**Effective Date:** August 28, 2024

**Athletic Potential Performance Physical Therapy LLC** ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, disclose, and protect your personal information when you interact with us, including when you visit our website, sign up for our services, or communicate with us via text messages.

## 1. Information We Collect

We may collect the following types of information:

- **Personal Information:** This includes your name, email address, phone number, and any other information you provide when contacting us, booking appointments, or opting into our services.
- **Health Information:** If applicable, we may collect health-related information necessary to provide our physical therapy services.
- **Technical Data:** We may collect information about your device and browsing activity, including your IP address, browser type, and pages visited on our website.

## 2. How We Use Your Information

We use the information we collect for the following purposes:

- **To Provide Services:** To schedule and manage appointments, deliver physical therapy services, and communicate with you about your care.
- **To Communicate:** To send appointment reminders, service updates, and promotional messages via text, email, or phone. You may opt out of promotional messages at any time by replying STOP or following the unsubscribe instructions in the message.
- **To Improve Our Services:** To analyze website usage and improve our offerings.
- **To Comply with Legal Obligations:** To comply with applicable laws, regulations, and legal processes.

## 3. Sharing Your Information

We do not sell or share your personal information with third parties for their marketing purposes. We may share your information:

- **With Service Providers:** We may share your information with trusted third-party service providers who assist us in operating our website, conducting our business, or providing services to you, provided they agree to keep your information confidential.
- **For Legal Reasons:** If required by law or if we believe in good faith that such action is necessary to comply with legal obligations or protect our rights, property, or safety.

## 4. Data Security

We implement reasonable and appropriate technical, physical, and administrative measures to protect your personal information from unauthorized access, use, disclosure, alteration, or destruction. However, no data transmission over the internet or data storage system can be guaranteed to be 100% secure.

## 5. Your Choices

- **Opting Out of Communications:** You can opt out of receiving text messages, emails, or other communications from us by following the instructions provided in those messages or by contacting us directly.
- **Accessing and Updating Information:** You may request access to or updates of your personal information by contacting us at [Insert Contact Information].
- **Cookies:** You can set your browser to refuse cookies or alert you when cookies are being sent. However, some parts of our website may not function properly without cookies.

## 6. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or the content of those websites. We encourage you to review the privacy policies of any third-party sites you visit.

## 7. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. Any changes will be posted on this page with an updated effective date.

## 8. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

### **Athletic Potential Performance Physical Therapy LLC**

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