



## WEBSITE PRIVACY POLICY

### Introduction

Atlanta Care Center (“we,” “our,” or “us”) is committed to protecting your privacy. This Website Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [atlantacare.com](http://atlantacare.com). By accessing or using the Website, you acknowledge and agree to the practices outlined in this Privacy Policy.

**Notice of Privacy Practices:** For information about how we handle protected health information (PHI) in accordance with the Health Insurance Portability and Accountability Act (HIPAA), please refer to our Notice of Privacy Practices available on our Website.

### Information We Collect

We may collect the following types of information:

- **Personal Information:** Name, email address, phone number, mailing address, payment details, and any other information you provide when interacting with our Website.
- **Usage Data:** Information automatically about your device, browser, IP address, pages visited, time spent on our Website, and interactions with our content.
- **Cookies and Tracking Technologies:** We use cookies, web beacons, and similar tracking technologies to collect information about your browsing behavior and improve user experience.

### How We Use Your Information

We may use your information for purposes including but not limited to:

- Operating, maintaining, and improving our Website and services
- Processing transactions and sending confirmations
- Responding to inquiries and providing customer support
- Sending newsletters, promotional content, and marketing materials (with your consent)
- Analyzing trends, usage, and Website performance
- Enforcing our terms and policies
- Complying with legal requirements and obligations

### How We Share Your Information

We do not sell your personal information. However, we may share your information with:

- **Service Providers:** Third-party vendors who assist in Website operation, payment processing, analytics, and customer support.
- **Legal and Regulatory Authorities:** If required to comply with legal obligations or to protect our rights and users.
- **Business Partners and Affiliates:** With your consent, we may share information for promotional or partnership purposes.
- **SMS Consent and Data Use:** Phone numbers collected as part of the SMS consent process are used solely for communication purposes and will not be shared with third parties or affiliates for marketing purposes.



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### SMS Terms & Conditions

- **Types of SMS Communications:** If you have consented to receive text messages from us, you may receive messages related to appointment reminders, follow-up messages, and service-related communications.
  - **Example:** *"Hello, this is a friendly reminder of your upcoming appointment at Atlanta Care Center on [Date] at [Time]. You can reply STOP to opt out of SMS messaging at any time."*
- **Message Frequency:** Message frequency may vary depending on the type of communication. For example, you may receive approximately four (4) SMS messages per week related to your appointments.
- **Potential Fees:** Please note that standard message and data rates may apply, depending on your carrier's pricing plan. These fees may vary if the message is sent domestically or internationally.
- **Opt-In Method:** You may opt in to receive SMS messages in the following ways:
  - Verbally, during a conversation
  - By submitting an online form
  - By filling out a paper form
- **Opt-Out Method:** You can opt out of receiving SMS messages at any time. To do so, simply reply "STOP" to any SMS message you receive. Alternatively, you can contact us directly to request removal from our messaging list.
- **Help:** If you are experiencing any issues, you can reply to any SMS message with the keyword "HELP", or you can get help directly by calling us at 404-870-0788.
- **Additional Options:** If you do not wish to receive SMS messages, you can choose not to check the SMS consent box on our forms. Consent to receive SMS messages is not a condition of receiving services.

### Data Security

We implement industry-standard security measures to protect your information from unauthorized access, misuse, or alteration. However, no online transmission or storage method is 100% secure, and we cannot guarantee absolute security. Please use caution when submitting information online.

**Georgia Privacy Notice:** In accordance with the Georgia Personal Identity Protection Act, we take reasonable measures to protect your personal information. If a data breach involves your information, we will notify you in compliance with Georgia law.

### Your Privacy Rights

Depending on your location, you may have rights such as:

- Accessing, correcting, or deleting your personal information
- Opting out of marketing communications
- Managing cookie preferences through your browser settings
- Requesting data portability or restriction of processing



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### **Third-Party Links and Services**

Our Website may contain links to third-party websites or services. We are not responsible for their privacy practices and encourage you to review their privacy policies.

### **Changes to This Privacy Policy**

We may update this Privacy Policy periodically. Any changes will be posted on this page with an updated effective date. Continued use of the Website constitutes your acceptance of the updated Policy.

### **Contact Us**

If you have any questions about this Privacy Policy or wish to exercise your rights, please contact us at:

#### **Atlanta Care Center**

1801 Peachtree St. NE, Suite 225

Atlanta, GA 30309

[help@atlantacare.com](mailto:help@atlantacare.com)

404.870.0788