

Scoliosis Care Centers Website Privacy Policy

Policy Statement

Last updated: February 3, 2025

We know that privacy is a concern for everyone in the digital age. We at Scoliosis Care Centers are committed to protecting the privacy and security of your personal information. We aim for transparency in detailing our privacy practices regarding the collection, use, disclosure, and safeguarding of your information. We value your privacy, and we implement reasonable safeguards to protect your privacy as you use our Website (“scoliosisbrace.com”).

This General Website Privacy Policy (“**Privacy Policy**” or “**Policy**”) will help you understand how Scoliosis Care Centers (“**We**”, “**Us**”, “**Our**”) uses and protects your data or information provided to us when you visit and use our Website.

Please review this Privacy Policy carefully to understand our privacy practices regarding your information and how we treat it. **Your continued use of this Website is an acknowledgement and acceptance of the terms of this Policy. If you do not agree with any of our terms or provisions in this Policy, please exit the Website immediately.**

If you have any questions or concerns about this Privacy Policy, the information we collect, and/or how we handle your information, please contact us at:

Email: info@scoliosiscarecenters.com

Phone (local): +1 (408) 379-0133

Phone (toll free): +1 (833) 557-2654

For our California Users, please review this Privacy Policy and our [CCPA Privacy Policy](#) for more information about your rights under and our compliance with the California Consumer Privacy Act.

For our European Union Users, please review this Privacy Policy and our [GDPR Privacy Policy](#) for more information about your rights under and our compliance with the General Data Protection Regulation.

Scope of this Policy

The scope of this Privacy Policy extends only to this Website and our affiliated sites, applications, and programs offered through this Website.

This Privacy Policy does **not** extend to:

- **HIPAA, Government Agencies, and Third Parties.** Any information maintained in accordance with the U.S. Health Insurance Portability and Accountability Act (“HIPAA”) and our implementations of its regulations. Any protected health information (“PHI”) submitted to us through our Website or any form of online communications is covered under our HIPAA privacy practices.
 - Please read our [Notice of Privacy Practices](#) for more information on how we handle your PHI.
- **Information from Offline Sources.** Any information collected offline, over the phone, or in person at any of our facilities; *and*
- **Third-Party Websites.** Information collected by third-party websites or applications that may be linked from or accessible through our Website, including but not limited to, links to third-party sources in the footnotes of our pages dedicated to educating about scoliosis and its treatment options. Third-party websites are governed by their own privacy policies and practices.
 - We do not take any responsibility for the policies and practices of any third-party websites, applications, or programs linked or accessible from our Website.

Protected Health Information and Notice of Privacy Practices

Under HIPAA, protected health information (“PHI”) means any individually identifiable information that relates to your past, present, or future physical or mental health or condition. For instance, in order for us to provide you with personalized treatment options, we will ask you to include contact information along with an MRI or X-RAY image. The identifying information (i.e., contact information) along with the health information (i.e., MRI or X-RAY image) creates PHI.

Any PHI that we receive from you is governed under HIPAA regulations and under our Notice of Privacy Practices. **The terms of this Privacy Policy have no bearing on our collection, use, or disclosure practices of any PHI we receive.**

Where any terms conflict, our Notice of Privacy Practices supersedes this Policy

Personal Information

Personal Information is any information that identifies you or reasonably can identify you, including names, postal addresses, health information, IP addresses, PHI, and phone numbers.

We are committed to protecting your Personal Information and your privacy and below will detail the information we may collect, how we may use your information, and how we may disclose your information.

Information We Collect

When you visit our Website, we may collect the following data:

- Your IP address
- Your contact information and email address.
- Protected Health Information via Patient MRI or X-RAY Images*
- Organic Social Media Referrals
- Website Visits, including Website page visits.

*Any Protected Health Information (“**PHI**”) is reasonably safeguarded and secured under the U.S. Health Insurance Portability and Accountability Act (“**HIPAA**”) guidelines. We take great care in handling, securing, and ensuring the confidentiality of all PHI under HIPAA-compliant safeguards.

How We Collect Data

We collect data from our Users in the following ways:

1. **Directly from Users.** We may collect certain Personal Information when Users manually enter their information into our database.
 - a. **For instance,** when a User fills out our “No Charge Case Review” form, the User has the will enter in contact information and provide us with an MRI or X-RAY image.
2. **Indirectly from Users.** We may collect IP addresses and User input activity while they visit and navigate our Website. We also collect organic social media referrals this way as well to determine trends on where Users are finding out about our programs.
3. **Automatically from Users.** We may collect IP addresses and User website activity while they visit and navigate our Website. This information is gathered automatically through the use of cookies.
 - a. **For instance,** through our cookies, we are able to collect information about how Users found our Website, the date and time they accessed our Website, and what pages they visited on our Website.
4. **Third-Party Service Providers.** We may collect certain data from third-party service providers we contract with to create a better User experience and to improve our Website.
 - a. **For instance,** we utilize Google Analytics, a third-party data analytics program that allows us to track our Users’ IP addresses and page visits as they navigate to and within our Website.

For more information on Google Analytics and its privacy practices when using partnered websites or apps, please visit [Google - Partnered Sites](#).

How We Use that Information

We collect and may use your data for several reasons listed below:

- To fulfill any service requests or obligations to our Users when applicable;
- To respond to your inquiries when filling out the No-Charge Case Review;
- To follow-up with you in creating appointments, answering concerns or questions, and assisting with other tasks involving our business operations;
- To operate, support, improve, and/or develop our Website and programs;

- To respond to law enforcement requests and respond as required by applicable law, court order, or government regulations;
- As described in our collection practices within our [Website Privacy Policy](#);
- As allowed by law or by your consent to disclosure, if applicable;
- For internal administrative or auditing purposes;
- To detect any security incidents, and to document, assess, and protect against any malicious, deceptive, fraudulent, or illegal activities, including, when necessary, to prosecute those responsible for such activities.

We also may disclose your personal information to third-party service providers for business purposes, such as personnel-related functions. These may include payroll, benefits, recruiting, and with vendors to improve functionality across our Website and programs, as permitted by law and by your consent to the terms of this Privacy Policy.

Disclosures of Information

We are committed to maintaining your trust and want to be transparent about when and with whom we share your information that we collect.

With your Consent or at Your Direction. We may share information for any purpose disclosed to you at the time we collect the information or pursuant to your consent or direction. Any disclosures of Personal Information containing PHI must follow the guidelines set forth in our [Notice of Privacy Practices](#). Other data, however, may be shared at your discretion, if available and applicable.

Business Associates. We may share your information to our business associates in connection with treatment options, referrals, billing and payment, and other purposes for fulfilling our obligations to you or for purposes of our business operations.

Law Enforcement/Legal Requests. We may share your information to law enforcement, court systems, or government agencies to comply with legal requests for information and to comply with agency regulation standards, such as HIPAA audits or investigations. Legal requests for information include, but are not limited to, responding to subpoenas, court orders, legal processes, or law enforcement requests for information.

Authorized third-party vendors, service providers, organizations. We may share your information with third-party vendors, service providers, and/or organizations that help with specialized services, such as billing and payment, performance monitoring, data processing, and other sorts of organizations that provide services that are essential to assisting us with our general operations.

Data Retention

We will retain your personal information for as long as is necessary to fulfill the purpose for which we collected it. We also will retain your information for any other purposes permitted by law, and in compliance with our data retention policies. For example, we will retain your personal information to the extent necessary to complete patient treatment or to comply with applicable HIPAA regulations regarding medical records retention.

Google Analytics, however, may retain your personal information (minus any PHI provided to us) for a longer period of time, set by Google's own privacy policies and procedures and the privacy preferences we enabled. This information is automatically deleted from Google Analytics' servers after the set period of time ends. For more information, visit [Google Analytics - Data Retention](#).

Safeguarding and Securing Your Data

We are committed to securing your personal information and keeping it confidential. Please note that no security system is 100-percent secure; however, we have implemented reasonable security measures to prevent data theft, unauthorized access, and unauthorized disclosures through monitoring our systems, and maintaining up-to-date antivirus and firewall protections.

Please also note that the information collected by third parties may not have the same security protections as the information you submit to us. We are not responsible for protecting the security of information gathered by third-party services, organizations, or applications.

Selling of Personal Information

For at least the past twelve (12) months, we have had no knowledge of selling any of our Users' Personal Information to any third-party sources.

We do note that for purposes of this Policy, the term "Sale" or "Selling" in this context includes targeted advertising services and marketing services. These services use User data to deliver targeted advertisements about our services and programs to the User. We have no knowledge or plans to use Users' Personal Information for such purposes.

Regarding third-party services, we do use Google Analytics to assist us in analyzing our Website activity and trends in how Users find us and use our Website. For more information on Google Analytics' privacy practices when using partnered websites or apps, please visit [Google - Partnered Sites](#)

Links to Other Websites

Our Website may contain links to other third-party websites that are not owned or operated by Scoliosis Care Centers. If you click on a third-party link and are directed to a third-party website, we highly encourage you to review their Privacy Policy.

We take no responsibility for the content, privacy policies, or practices of any third-party websites or services.

Cookies and Tracking Technologies

A "cookie" is a small data file from a web server that's created and saved onto your local machine when using, browsing, or visiting a website. Cookies provide various functions for enhancing user experiences, saving user preferences, remembering log-in credentials, and tracking activity on a website.

For more information on cookies, please visit allaboutcookies.org.

We use cookies and cookie technology in a range of different ways to collect and analyze User data. We use this data to improve our Website and to improve our Users' experience on our Website.

While there are various types of cookies, we want to provide you a brief explanation about the ones we use:

- **Session Cookies:** Temporary cookies that exist only for as long as the user is browsing the website. Session cookies are deleted once the browser is closed and the session is “inactive.”
 - **Purpose:** Session cookies provide functions like security, authentication, and remembering activity while using the website for that session.
- **Persistent Cookies:** Permanent/long-term cookies that are stored on the user’s device for either a specified period of time or until the user manually deletes them.
 - **Purpose:** Persistent Cookies provide functions like long-term tracking of user activity, remembering log-in details, user preferences, etc.
- **First-Party Cookies:** First-Party Cookies are generated and stored by the domain the user is currently browsing.
 - **Purpose:** First-Party Cookies enhance the user experience while currently on the website, provide essential site functionality like remembering log-in details, or for collecting general analytics of user behavior on the website.
- **Third-Party Cookies:** Third-Party Cookies are generated and stored by a different domain than what the user is currently browsing.
 - **Purpose:** Third-Party Cookies track the user’s browsing habits across the web and provide content and advertisement based on their browsing habits.

Below are the types of cookies used and how we use these cookies:

- **Session Cookies.**
 - Enhanced Website Performance. This allows certain pages on our Website to load faster.
 - Security measures when filling out forms located on our website.
- **Persistent Cookies.**
 - Tracking IP addresses, geo-location, and page visits/time visited on the page to understand our Users’ behavior. Kept for 90 calendar days.

- Google Analytics to assist us in tracking trends in how our Users navigate to our Website and within our Website. Kept for 1 year on Google analytic's server.
- **First-Party Cookies.**
 - Website functionality. Provides the essentials to make your user experience better when navigating to and through our Website.
- **Third-Party Cookies.**
 - We are unaware of any third-party cookies on our Website. Google Analytics may utilize third-party cookies to track User behavior.

For more information on Google Analytics data collection policies and cookies policies, please visit their website by clicking [here](#).

Do Not Track Signals and Requests

Do Not Track (“DNT”) is a website browser feature that allows you to opt-out of website tracking. If a website chooses to follow your DNT settings, it will not track your online activity and browsing habits across the web.

At this time we do not take steps to respond to browsers DNT signals as there is no uniform standard to respond to such signals at this time.

Do Not Sell My Personal Information Requests

Do Not Sell My Personal Information (“DNS”) is a legal right to opt-out of having your Personal Information sold to third parties, providing you with greater control over your Personal Information. Unlike Do Not Track, websites under the California Consumer Privacy Act must follow these choices, unless the website does not sell Personal Information.

We do not have a DNS option as we do not sell your personal information or other data to third-parties.

Other State Data Privacy Laws

We are aware that there is no uniform privacy law governing the United States, and different states may not provide the same level of protections as the laws in your jurisdiction. By using this Website and providing us with your information, you agree to provide us with the opportunity to review, research, and attempt to accommodate reasonable requests to follow your state's data privacy law requirements. We may be unable to accommodate your request. If we are unable to accommodate your request as detailed in your state's data privacy law, we will provide you with an explanation as to why we were unable to fulfill that request.

Child Privacy

Our website is not intended for anyone under the age of eighteen (18). While we are marketed toward assisting minors in managing their scoliosis treatment, we dedicate our market and direct our services to the parents, guardians, or legal representatives of the minors we provide care for. We do not knowingly collect, use, or disclose personally identifiable information from anyone under the age of eighteen (18).

If you are a parent, guardian, or legal representative of a minor and are aware that your child has provided us with personal information, please contact us. If we are notified or become aware that we have collected any Personal Information of anyone under the age of 18 without verification of parental consent, we take immediate steps to remove that information from our database.

Changes to this Privacy Policy

This Privacy Policy serves to notify you of our privacy and data collection practices. We reserve the right to amend this Policy at our own discretion. Whenever we update, change, or amend this Policy, we will post the updated version to this webpage and note the revision date located at the top of the page.

We encourage you to return to and review this Policy periodically for any updates, changes, or amendments to our privacy practices.

Your continued use of our Website is an acknowledgement and acceptance of the terms listed within this Policy.

Contact Us

If you have any questions or concerns regarding this Policy or would like to know more information about our data collection practices, please contact us at:

Email: info@scoliosiscarecenters.com

Phone (local): +1 (408) 379-0133

Phone (toll free): +1 (833) 557-2654

Effective Date: This Website Privacy Policy is effective as soon as it is posted. Any updates to this Policy are effective upon posting to this webpage.