

ORO VALLEY MEDICINE

1171 E. Rancho Vistoso Blvd., Suite 143, Mountain View Plaza,
Oro Valley, AZ 85755

PRIVACY POLICY

1. Collection of Personal Information

At the time of enrollment as a new patient at ORO VALLEY MEDICINE, personal information is obtained directly from the patient through completion of a standardized new patient intake form. All contact and health-related data maintained by the practice are provided voluntarily and explicitly by the patient at the initiation of the clinical relationship.

No personal information is collected through ancillary website forms, browser cookies, email correspondence, passive digital tracking technologies, or unrelated offline interactions.

At the time of registration, patients provide explicit consent to receive short message service (SMS) or text communications related exclusively to clinical care. Such communications may include information regarding prescriptions, appointments, referrals, diagnostic testing, and other matters pertinent to the patient's medical treatment.

2. Categories of Information Collected

The practice collects only the information necessary to establish and maintain a clinical relationship and to provide appropriate medical care. Information supplied directly by the patient through the intake form includes:

- Name
- Residential address(es)
 - Email address(es)
 - Telephone number(s)
- Medical insurance information
- Designated pharmacy information
- Relevant health status data necessary to initiate and manage care

No additional categories of personal information are obtained beyond those required for clinical, administrative, and regulatory purposes associated with patient care.

3. Use and Disclosure of Personal Information

Personal information is used solely for purposes directly related to the provision and coordination of medical services. These purposes include:

- Delivery of clinical care
- Communication with hospitals, clinics, pharmacies, medical specialists, and medical equipment suppliers as required for treatment

- Facilitation of prescriptions, referrals, and diagnostic services
- Administrative processes necessary for care delivery and continuity
- Communication regarding clinical matters and health-related processes

All uses and disclosures of protected health information are conducted in accordance with the requirements of the Health Insurance Portability and Accountability Act (HIPAA) and applicable federal and state regulations.

Patient information is shared only with medical service providers and affiliated entities when necessary to support the patient's medical care. Information collected for mobile opt-in and SMS communication — including telephone numbers and consent status — is not shared with third parties or affiliates for marketing purposes.

The practice limits the collection, use, and disclosure of personal information to the minimum necessary to accomplish legitimate clinical and operational objectives.

Mobile Opt in, SMS Consent, and phone numbers collected for SMS communication purposes will not be shared with any third party and affiliates for marketing purposes.