

Privacy Policy

Effective Date: 01/01/2025

At **Guthrie Chiropractic** ("we," "us," or "our"), we respect your privacy and are committed to protecting the personal information you provide through our website, **guthriechiro.com**.

This Privacy Policy explains what information we may collect, how we use it, how we protect it, and the choices you may have regarding your information.

1. Information We Collect

We may collect information that you voluntarily provide to us, including:

- Name
- Phone number
- Email address
- Date of birth
- Mailing address
- Appointment information
- Information submitted through contact or appointment forms
- Other information you choose to provide when communicating with our office

If you become a patient, we may separately collect health and medical information as part of providing chiropractic services. Patient health information may be subject to applicable federal and state privacy laws, including HIPAA, where applicable.

2. How We Use Your Information

We may use information you provide to:

- Respond to questions or requests
- Schedule and confirm appointments
- Contact you regarding your appointments or care
- Provide chiropractic and related services
- Communicate important information regarding our practice
- Improve our website and services
- Send appointment reminders and other service-related communications
- Send marketing communications when permitted by applicable law and, where required, with your consent
- Maintain business and administrative records

We do not sell your personal information.

3. Text Messages and Phone Communications

If you provide your phone number, you may receive calls or text messages from **[PRACTICE NAME]** regarding appointments, scheduling, reminders, follow-up communications, or other services.

Where required, marketing text messages will only be sent with appropriate consent.

You may opt out of text messages at any time by replying **STOP** to a marketing text message. You may also contact our office directly to request that communications be stopped.

Message and data rates may apply depending on your mobile carrier.

4. Website Forms

Information submitted through our website's contact, appointment, or other forms may be transmitted to our practice or to third-party service providers that assist us with website functionality, scheduling, communication, or customer management.

Please do not submit highly sensitive medical information through a general website contact form unless specifically requested by our office.

5. Cookies and Tracking Technologies

Our website may use cookies, pixels, analytics tools, and similar technologies to help us understand how visitors use our website and to improve our advertising and marketing efforts.

These technologies may collect information such as:

- IP address
- Browser type
- Device information
- Pages visited
- Time spent on the website
- General geographic information
- How you arrived at our website

We may use third-party services such as Google, Meta, analytics providers, advertising platforms, scheduling services, or customer relationship management platforms.

You may be able to control cookies through your browser settings.

6. Third-Party Services

Our website may contain links to or integrate with third-party websites, applications, scheduling systems, payment processors, social media platforms, or other services.

We are not responsible for the privacy practices, security, or content of third-party websites or services.

We encourage you to review the privacy policies of any third-party service before providing personal information.

7. Protection of Your Information

We take reasonable administrative, technical, and physical measures designed to protect personal information from unauthorized access, use, disclosure, alteration, or destruction.

However, no method of transmitting information over the internet or storing information electronically can be guaranteed to be completely secure.

8. Health Information and HIPAA

If you are a patient of **Guthrie Chiropractic**, your protected health information may be governed by HIPAA and applicable state privacy laws.

Our website Privacy Policy does not replace our Notice of Privacy Practices provided to patients where required by law.

If you have questions regarding how your protected health information is used or disclosed, please contact our office.

9. Children's Privacy

Our website is not intended to knowingly collect personal information from children without appropriate parental or guardian involvement.

If you believe a child has provided personal information through our website without appropriate consent, please contact us.

10. Your Privacy Choices

Depending on applicable law, you may have rights regarding your personal information, including the ability to request access to, correction of, or deletion of certain information.

To make a privacy-related request, please contact:

Guthrie Chiropractic

Phone: 816-608-3691

Email: dylan\@guthriechiro.com

Address: 1110 Branch Street, Platte City, MO 64079

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.

12. Contact Us

If you have questions about this Privacy Policy or our privacy practices, please contact:

Guthrie Chiropractic

1110 Branch Street, Platte City, MO 64079

816-608-3691

dylan\@guthriechiro.com