

Mid-Michigan Chiropractic Center

1051 South US Highway 27, St. Johns, MI 48879

Phone: (989) 224-8688

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PRIVACY POLICY

Effective Date: February 24, 2026

Mid-Michigan Chiropractic Center (“we,” “us,” or “our”) is committed to protecting the privacy and security of your personal and health information. This Privacy Policy describes how we collect, use, disclose, and safeguard your information when you visit our office, use our website, or interact with our electronic communications including email and text message services.

1. Information We Collect

We may collect the following types of information: personal identification information (name, date of birth, address, phone number, email address); health and medical information (health history, examination findings, treatment records, diagnostic images); insurance and billing information; communication preferences (email address, mobile phone number, preferred contact method); and website usage data (IP address, browser type, pages visited).

2. How We Use Your Information

We use the information we collect to: provide chiropractic care and treatment; process insurance claims and payments; send appointment reminders via email and/or text message; communicate office notifications and updates; comply with legal and regulatory requirements; improve our services and patient experience; and respond to your inquiries and requests.

3. Text Message Communications

If you opt in to our text message service, you agree to receive text messages from Mid-Michigan Chiropractic Center sent from (989) 500-0303. Messages may include appointment reminders, appointment confirmations, and office notifications. Message frequency varies based on your appointment schedule. Message and data rates may apply. You may opt out at any time by replying STOP. Reply HELP for assistance. Consent to receive text messages is not a condition of receiving treatment. Your mobile phone number will not be shared with third parties for marketing purposes.

4. Email Communications

If you provide consent, we may send appointment reminders and office communications to your email address. You may opt out of email communications at any time by contacting our office or following the unsubscribe instructions in any email we send.

5. Protected Health Information (PHI)

Your health information is protected under the Health Insurance Portability and Accountability Act (HIPAA). We maintain physical, electronic, and procedural safeguards to protect your protected health information. We will not use or disclose your PHI without your authorization except as permitted or required by law, including for treatment, payment, and healthcare operations. A separate Notice of Privacy Practices detailing our HIPAA obligations is available at our office upon request.

6. Data Security

We implement appropriate technical and organizational security measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. Patient records are stored

using encrypted systems and access is restricted to authorized personnel only. However, no method of electronic storage or transmission is 100% secure, and we cannot guarantee absolute security.

7. Information Sharing and Disclosure

We do not sell, trade, or rent your personal information to third parties. We may share your information with: insurance companies for claims processing; other healthcare providers involved in your care (with your consent); service providers who assist in our operations (such as appointment reminder services), who are bound by confidentiality agreements; and government agencies as required by law.

8. Your Rights

You have the right to: access and obtain a copy of your health records; request corrections to your health information; request restrictions on certain uses and disclosures; receive confidential communications; opt out of email and text message communications at any time; and file a complaint if you believe your privacy rights have been violated.

9. Website Privacy

Our website may collect basic usage information through standard web server logs. We do not use cookies for tracking purposes. Any information submitted through our website contact forms is treated with the same confidentiality as information provided in our office.

10. Children's Privacy

For patients under the age of 18, a parent or legal guardian must provide consent for the collection and use of personal information, including consent for text message and email communications.

11. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on our website and a copy will be available at our office. We encourage you to review this policy periodically.

12. Contact Information

If you have questions about this Privacy Policy, wish to exercise your privacy rights, or have concerns about how your information is handled, please contact us:

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