

Privacy Policy

Last Updated: June 1, 2024

Ecker Dermatology, PA (“Ecker Dermatology”) values your privacy and is committed to safeguarding your information. This Privacy Policy (the “Policy”) outlines how we collect, use, and disclose information obtained from your use of our website located at eckerderm.com, your interactions with us, or any other communication with us (collectively, the “Services”). By using our Services or providing us with personal information, you consent to the practices described in this Policy. If you do not agree with this Policy, please refrain from using our Services or providing us with your information.

PATIENT RECORDS

This Policy complements our HIPAA and Privacy Policy, which governs the use and disclosure of patients’ protected health information (“PHI”) under the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”). In the event of any conflict between this Policy and the HIPAA and Privacy Policy concerning PHI, the HIPAA and Privacy Policy will prevail. Please refer to our HIPAA and Privacy Policy for comprehensive information on the use and release of PHI. If you have any concerns regarding your medical records, please discuss them with your provider.

IMPORTANT INFORMATION ABOUT THIS POLICY

While we strive to provide comprehensive information about our data processing practices, we reserve the right to update or amend this Policy as necessary to reflect changes in circumstances or legal requirements. Therefore, it is essential to review this Policy periodically to remain informed about how we handle your personal information. If you maintain an ongoing relationship with us and your provided data becomes outdated, please inform us to ensure our records are accurate.

PERSONAL INFORMATION WE COLLECT

For the purposes of this Policy, “personal information” refers to any data that identifies, relates to, or can be used to contact a specific individual. The categories of personal information we collect include:

- Contact Information: Names, email addresses, mailing addresses, phone numbers, and employment details.
- Account Information: Usernames, account passwords, account numbers, and other account-related information.
- Care-related Information: Medical conditions, self-assessment data, insurance details, and information available via the patient portal.
- Portal Content: Records of communications with providers via the patient portal, including transcripts of video or phone interactions.
- Transactional Information: Details of transactions with us, including payment history and procedure information.
- Financial Information: Bank account or payment card details for service payments.
- Marketing Information: Preferences regarding promotional materials and communications.
- Communication Information: Records of communications with us through various channels.

- Job Applicant Information: Information submitted by job applicants via our website.
- Device and Usage Information: Information about how you use our website, including device details and browsing history.

We collect this information through various means, including website interactions, form submissions, and communication with us.

AUTOMATICALLY COLLECTED USAGE AND DEVICE INFORMATION

We utilize technologies such as cookies, pixels, tags, and web beacons to automatically collect information about your device and usage patterns. This includes log file information and analytics data. While these technologies help us improve our services, you may configure your browser to manage cookies or opt out of certain data collection methods.

INFORMATION FROM OTHER SOURCES

We may obtain personal and non-personal information from affiliates, business partners, and other third parties to enhance our existing data. This helps us improve data accuracy and tailor our interactions with you.

INFORMATION FROM SOCIAL MEDIA

If you engage with us on social media platforms, your information may be collected and used in accordance with this Policy. We encourage you to review the privacy policies of such platforms to understand their practices.

HOW WE USE YOUR INFORMATION

We use your personal information for various purposes, including providing services, communicating with you, improving our services, and complying with legal obligations. This includes marketing efforts and fraud prevention measures.

DISCLOSURE OF YOUR INFORMATION

We may disclose your information to affiliates, service providers, healthcare providers, regulatory authorities, and other third parties as necessary to provide our services, comply with legal requirements, or fulfill business obligations.

PROTECTION OF PERSONAL INFORMATION

We employ administrative, technical, and physical safeguards to protect your information. However, please note that no data transmission over the Internet is entirely secure, and we cannot guarantee absolute security.

YOUR CHOICES ABOUT COLLECTION AND USE OF YOUR INFORMATION

You have the right to control the collection and use of your personal information. This includes opting out of marketing emails, managing cookies, and declining to provide certain information. Please contact us for assistance or further information.

CHILDREN'S PRIVACY

Our website is not directed at children under the age of 13, and we do not knowingly collect personal information from such individuals.

DIRECT ACCESS TO OTHER SITES

Our website may contain links to third-party websites with separate privacy policies. We are not responsible for the content or privacy practices of such sites and encourage you to review their policies.

CHANGES TO THIS PRIVACY POLICY

We reserve the right to update or amend this Policy as necessary. Any changes will be posted here, and your continued use of our Services constitutes acceptance of such changes.

HOW TO CONTACT US

If you have any questions or concerns about this Privacy Policy, please contact us using the information provided below.

Ecker Dermatology, PA
Phone: 952-222-8149
Email: info@eckerderm.com