

NOTICE OF PRIVACY PRACTICES

This notice describes how medical information about you may be used and disclosed and how you can get access to this information. Please review it carefully.

Our Commitment to Your Privacy

We understand that your medical information is personal, and we are committed to protecting it. This Notice of Privacy Practices describes how we may use and disclose your protected health information (PHI) to carry out treatment, payment, and healthcare operations and for other purposes that are permitted or required by law. It also describes your rights to access and control your PHI.

Uses and Disclosures of Protected Health Information

Treatment

We may use and disclose your PHI to provide, coordinate, or manage your healthcare and related services. This includes sharing information with other healthcare providers involved in your care.

Payment

We may use and disclose your PHI to obtain payment for the healthcare services we provide to you. This includes disclosures to health insurance plans for pre-approval, billing, and payment purposes.

Healthcare Operations

We may use and disclose your PHI for healthcare operations. These activities include, but are not limited to, quality assessment, employee review, training of medical students, licensing, and conducting or arranging for other business activities.

Other Uses and Disclosures

We may also use and disclose your PHI in the following situations without your authorization:

- **As Required by Law:** We will disclose your PHI when required by federal, state, or local law.
- **Public Health Risks:** We may disclose your PHI to public health authorities for the purpose of preventing or controlling disease, injury, or disability.
- **Health Oversight Activities:** We may disclose your PHI to a health oversight agency for activities authorized by law, such as audits, investigations, and inspections.
- **Lawsuits and Disputes:** If you are involved in a lawsuit or dispute, we may disclose your PHI in response to a court or administrative order.
- **Law Enforcement:** We may release PHI if asked to do so by a law enforcement official in certain circumstances.

- **Coroners, Medical Examiners, and Funeral Directors:** We may disclose PHI to a coroner or medical examiner as necessary to identify a deceased person or determine the cause of death.

Personal Data

While using our services, we may ask you to provide certain personally identifiable information that can be used to contact or identify you. This information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Usage Data

Tracking Technologies and Cookies

We use Cookies and similar tracking technologies to track activity on our Service and store certain information. Tracking technologies used include beacons, tags, and scripts to collect and track information and to improve and analyze our Service. The technologies we use may include:

- **Cookies or Browser Cookies:** A cookie is a small file placed on your device. You can instruct your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if you do not accept Cookies, you may not be able to use some parts of our Service. Unless you have adjusted your browser setting so that it will refuse Cookies, our Service may use Cookies.
- **Flash Cookies:** Certain features of our Service may use local stored objects (or Flash Cookies) to collect and store information about your preferences or your activity on our Service. Flash Cookies are not managed by the same browser settings as those used for Browser Cookies. For more information on how you can delete Flash Cookies, please read "Where can I change the settings for disabling, or deleting local shared objects?" available at [Adobe Help](#).
- **Web Beacons:** Certain sections of our Service and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

Use of Your Personal Data

Desert Sky Spine and Pain may use Personal Data for the following purposes:

- **To provide and maintain our Service,** including monitoring the usage of our Service.
- **To manage Your Account:** to manage your registration as a user of the Service. The Personal Data you provide can give you access to different functionalities of the Service that are available to you as a registered user.
- **For the performance of a contract:** the development, compliance, and undertaking of the purchase contract for the products, items, or services you have purchased or any other contract with us.

- **To contact you:** To contact you by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products, or contracted services, including security updates, when necessary or reasonable for their implementation.
- **To provide you** with news, special offers, and general information about other goods, services, and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information.
- **To manage your requests:** To attend and manage your requests to us.
- **For business transfers:** We may use your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceedings, in which Personal Data held by us about our Service users is among the assets transferred.
- **For other purposes:** We may use your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns, and evaluating and improving our products, services, marketing, and your experience.

We may share Your personal information in the following situations:

- **With Service Providers:** We may share your personal information with Service Providers to monitor and analyze the use of our services, and to contact you.
- **With Affiliates:** We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include our parent company and any other subsidiaries, joint venture partners, or other companies that we control or that are under common control with us.
- **With business partners:** We may share your information with our business partners to offer you certain products, services, or promotions.
- **With other users:** when you share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside.
- **With your consent:** We may disclose your personal information for any other purpose with your consent.

Retention of Your Personal Data

Desert Sky Spine and Pain will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

Desert Sky Spine and Pain will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period, except when this data is used to strengthen the security or improve the functionality of our Service, or we are legally obligated to retain this data for longer periods.

Disclosure of Your Personal Data

Business Transactions

If the Desert Sky Spine and Pain is involved in a merger, acquisition, or asset sale, your Personal Data may be transferred. We will provide notice before your Personal Data is transferred and becomes subject to a different Privacy Policy.

Law Enforcement

Under certain circumstances, the Company may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency).

Other Legal Requirements

The Company may disclose your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of Desert Sky Spine and Pain.
- Prevent or investigate possible wrongdoing in connection with the Service
- Protect the personal safety of users of the Service or the public
- Protect against legal liability

Your Rights Regarding Your Protected Health Information

Right to Inspect and Copy

You have the right to inspect and obtain a copy of your PHI that may be used to make decisions about your care. This includes medical and billing records. To inspect and copy your PHI, you must submit your request in writing.

Right to Amend

If you feel that the PHI we have about you is incorrect or incomplete, you may ask us to amend the information. You have the right to request an amendment for as long as the information is kept by or for our practice.

Right to an Accounting of Disclosures

You have the right to request an accounting of disclosures. This is a list of the disclosures we made of medical information about you for purposes other than treatment, payment, and healthcare operations.

Right to Request Restrictions

You have the right to request a restriction or limitation on the medical information we use or disclose about you for treatment, payment, or healthcare operations. You also have the right to request a limit on the medical information we disclose about you to someone who is involved in your care or the payment for your care.

Right to Request Confidential Communications

You have the right to request that we communicate with you about medical matters in a certain way or at a certain location.

Right to a Paper Copy of This Notice

You have the right to a paper copy of this notice. You may ask us to give you a copy of this notice at any time.

Changes to This Notice

We reserve the right to change this notice, and the revised notice will be effective for information we already have about you as well as any information we receive in the future. The current notice will be posted on our website and include the effective date. You are entitled to a copy of the notice currently in effect.

Complaints

If you believe your privacy rights have been violated, you may file a complaint with us or with the Secretary of the Department of Health and Human Services. To file a complaint with us, contact our Privacy Officer at 520-526-9339. All complaints must be submitted in writing. You will not be penalized for filing a complaint.

Contact Information

If you have any questions about this notice or want to exercise any of your rights, please contact:

Privacy Officer

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