



## Privacy Policy

Effective Date: January 1, 2025

Families First Medical Group is committed to protecting your personal information and ensuring transparency in how we collect, use, and share it. This Privacy Policy explains our practices regarding the collection, use, and sharing of your personal information when you interact with our services.

### 1. Information We Collect

We may collect the following types of personal information when you use our services:

- **Personal Identifiers:** Name, email address, phone number, mailing address, and date of birth.
- **Health Information:** Medical history, treatment information, and other health-related details as required for our services.
- **Payment Information:** Credit/debit card details and billing addresses for processing transactions.
- **Technical Information:** IP address, browser type, and device details when accessing our website or online services.
- **Communication Preferences:** Your consent for SMS, email, or other communications.

### 2. How We Use Your Personal Information

We use your personal information to:

- Provide and improve our healthcare services.
- Schedule appointments and send reminders.
- Process payments and insurance claims.
- Respond to inquiries and provide customer support.
- Comply with legal and regulatory requirements.
- Send you important updates about our services, if you have opted in to receive them via text or email.

### 3. Who We Share Your Personal Information With

We do not sell or rent your personal information. However, we may share your information with:

- Healthcare Providers: To coordinate and manage your care.
- Insurance Companies: For billing and claims processing.
- Service Providers: Companies that assist us in providing services, such as payment processors and IT support, under strict confidentiality agreements.
- Legal and Regulatory Authorities: If required by law or to protect our rights, privacy, safety, or property.

### SMS Consent and Third Parties

Your SMS consent is not shared with third parties for marketing purposes. We only use SMS communications for purposes related to your care, such as appointment reminders, billing notifications, and service updates.

### 4. Accessing Our Privacy Policy

To ensure transparency, our Privacy Policy is:

- Easily accessible on all web forms, with a direct link near the consent language.
- Available in the footer of every page on our website for quick reference.

## 5. Your Rights and Choices

You have the right to:

- Access, correct, or delete your personal information.
- Withdraw consent for certain data uses, including SMS communications.
- Opt out of marketing communications at any time.

For any privacy-related concerns or to exercise your rights, please contact us at:

Families First Medical Group, LLC

ffmg103@gmail.com

904-747-3800

11555 Central Parkway Suite 402

Jacksonville, FL 32224

By using our services, you agree to the terms of this Privacy Policy. We may update this policy from time to time, and we encourage you to review it periodically.