

Cowboy Healthcare Privacy Policy and Notice of Privacy Practices

1. Privacy Policy / Notice of Privacy Practices

Effective Date:

Last Updated:

Cowboy Healthcare (“we,” “us,” or “our”) respects your privacy and is committed to protecting your personal and health information. This Privacy Policy explains how we collect, use, disclose, and safeguard information when you use our mobile application and scheduling services (the “App” or “Services”) for physical therapy, therapeutic yoga, and related wellness appointments. This policy also serves as our Notice of Privacy Practices under the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and applies to Protected Health Information (PHI) we create or receive.

By using the App, you consent to the practices described here. We may update this policy; continued use constitutes acceptance of changes.

Information We Collect

- **Personal Information:** Name, date of birth, contact details (email, phone, address), insurance information, payment details, and account credentials.
- **Health and Scheduling Information (PHI):** Reasons for visits, injury/medical history, mobility needs, yoga/PT preferences, appointment notes, and any information you provide during booking or intake.
- **Usage and Technical Data:** IP address, device ID, app usage patterns, location (if enabled for nearby services), and analytics via Wellyx’s platform.
- **Other:** Communications with us and any photos/images you upload (e.g., for posture assessment).

Data is collected directly from you, automatically through the App (powered by Wellyx), or from third parties (e.g., referring physicians).

How We Use Your Information

We use your information to:

- Schedule, manage, and provide PT, yoga, and wellness services.
- Process payments and insurance claims.
- Communicate appointment reminders, updates, and care instructions.
- Improve our services, conduct internal analytics, and comply with legal obligations.
- Send marketing communications (you may opt out).

How We Share Your Information

We share information only as permitted or required:

- With our treatment providers, staff, and Wellyx (our service provider under a Business Associate Agreement) to deliver the Services.

- For treatment, payment, and healthcare operations (TPO) under HIPAA.
- With your explicit consent or as you direct (e.g., sharing with family).
- To comply with law, respond to subpoenas, or protect safety.
- In de-identified/aggregated form for analytics.

We do **not** sell your PHI. We do not share for marketing without consent.

Your Rights (HIPAA and App Privacy Rights)

You have the right to:

- Access and obtain a copy of your PHI (usually within 30 days).
- Request corrections to inaccurate information.
- Request confidential communications or restrictions on uses/disclosures.
- Receive an accounting of disclosures.
- Opt out of certain marketing or fundraising.
- File a complaint with us or the U.S. Department of Health and Human Services Office for Civil Rights.

For app-specific rights (e.g., data deletion requests under applicable state laws), contact us. We will respond promptly and verify identity.

Security

We use industry-standard technical, administrative, and physical safeguards (encryption, access controls, etc.) through Wellyx's secure platform. No system is 100% secure; we will notify you of any breach as required by law.

Data Retention and Children's Privacy

We retain information as long as necessary for treatment, legal compliance, or business purposes. The App is not directed to children under 13 (or 16/18 under state law).

Changes and Contact

We may update this policy and will post the new version with a new effective date. For questions or to exercise rights: **Cowboy Healthcare** [Your Full Legal Name/Entity] [Physical Address, Kent/Ravenna, Ohio] Email: [info@cowboyhealthcare.com] Phone: [(330) 235-9142]

You can also request a paper copy at any time.

This policy complies with HIPAA, applicable U.S. state laws, and best practices for wellness scheduling apps.