

Advance Physical Therapy

KJC Corp dba Advance Physical Therapy, Scoliosis and Postural Restoration Center

WEBSITE ONLINE PRIVACY POLICY

Governing information collected through our website and digital communications only

Effective Date: June 22, 2026

IMPORTANT DISTINCTION: This Website Online Privacy Policy applies exclusively to information collected through the Advance Physical Therapy and Fitness website (www.advance-physicaltherapy.com) and general digital communications such as contact forms, scheduling requests, and email sign-ups. It does NOT apply to your protected health information (PHI) collected in the course of your physical therapy care. PHI is governed separately by our HIPAA Notice of Privacy Practices, which you will receive upon becoming a patient.

1. About This Policy

KJC Corp dba Advance Physical Therapy, Scoliosis and Postural Restoration Center ("we," "us," or "our") operates the website at www.advance-physicaltherapy.com. This policy explains what non-health information we collect when you visit or interact with our website, how we use it, and the choices you have. By using our website, you agree to the practices described in this policy.

This policy does not govern any clinical information, intake forms, health history questionnaires, or other protected health information you share with us as a patient. Those are handled exclusively under our HIPAA Notice of Privacy Practices.

2. Information We Collect Through the Website

A. Automatically Collected Data

When you visit our website, we automatically collect certain technical information through cookies and analytics tools, including:

- IP address and approximate geographic location
- Browser type and version, device type and operating system
- Pages visited, time and date of visit, and time spent on each page
- Referring URLs (the page you came from before visiting our site)
- Clickstream data and navigation paths through our website

B. Voluntarily Submitted Information

When you choose to contact us, request an appointment, or sign up for communications, we collect:

- Name, email address, and phone number submitted through our contact form
- Appointment requests submitted through Acuity Scheduling, our online scheduling tool
- General inquiry messages and any information you include in the body of a contact form submission
- Email address if you opt in to our newsletter or marketing communications

We do not use website contact forms or general inquiry forms to collect your medical history, diagnosis, or other protected health information. Clinical information is collected separately through HIPAA-compliant channels, including our Empower EMR patient portal.

C. Third-Party Scheduling: Acuity Scheduling

We use Acuity Scheduling to allow you to book appointments online. When you submit an appointment request through Acuity, you interact directly with Acuity Scheduling's platform, which has its own privacy policy. General scheduling information (name, contact details, appointment type) submitted through Acuity for initial contact purposes is subject to this Website Privacy Policy. Any clinical or health information collected through our Empower EMR patient portal as part of your care is governed by our HIPAA Notice of Privacy Practices.

3. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies. A cookie is a small data file placed on your device when you visit a website. We use:

- **Essential cookies:** Required for basic website functionality, such as navigation and form submissions.
- **Analytics cookies:** We may use tools such as Google Analytics to understand how visitors use our site — including which pages are visited most frequently and how users navigate the site. This data is aggregated and does not identify you personally.
- **Preference cookies:** Used to remember your settings or preferences on our website.

You can control or disable cookies through your browser settings at any time. Please note that disabling certain cookies may affect the functionality of some features on our website. You may also opt out of Google Analytics data collection by visiting tools.google.com/dlpage/gaoptout.

4. Online Scheduling Tools

We use Acuity Scheduling to manage appointment bookings made through our website. Information you provide during online scheduling — such as your name, contact information, and preferred appointment time — is used to confirm and manage your appointment. Acuity Scheduling is a third-party platform subject to its own terms and privacy policy. We encourage you to review Acuity's privacy policy at acuityscheduling.com.

Our clinical practice management software, Empower EMR, handles your protected health information and is subject to a Business Associate Agreement (BAA) under HIPAA. Empower EMR is NOT governed by this Website Privacy Policy.

5. Telehealth Services via Zoom

We offer telehealth physical therapy sessions through Zoom for Healthcare, a HIPAA-compliant video platform. When you participate in a telehealth session with us:

- You will access Zoom through a secure link provided by our office.
- Any health-related information shared during a telehealth session is protected health information (PHI) governed by our HIPAA Notice of Privacy Practices, not this Website Privacy Policy.
- Zoom for Healthcare operates under a Business Associate Agreement (BAA) with our practice, as required by HIPAA.
- Zoom may collect technical data (device type, IP address, session duration) as described in Zoom's own privacy policy at zoom.us/privacy.

We recommend that you participate in telehealth sessions from a private location using a secure internet connection to protect the confidentiality of your health information.

6. Social Media — Yelp

We maintain a business presence on Yelp to allow patients to share reviews and to provide general information about our practice. Please be aware of the following:

- Any information you post publicly on our Yelp page — including reviews, comments, or photos — is subject to Yelp's terms of service and privacy policy, not this Website Privacy Policy.
- Do not post protected health information, medical history, or personal health details in public Yelp reviews or comments. Yelp is a public platform and such information would be visible to others.
- If you send us a private message through Yelp, we will respond but we ask that you contact us directly by phone or email for any health-related matters.

Our Yelp page is intended for general practice information and public reviews only. It is not a secure channel for health-related communications.

7. How We Use Website Information

We use non-health information collected through our website to:

- Respond to your contact form inquiries and appointment scheduling requests
- Confirm and manage online appointment bookings made through Acuity Scheduling
- Improve and maintain our website's functionality and user experience based on analytics data
- Send you practice updates, wellness tips, or promotional emails if you have opted in
- Comply with applicable laws, regulations, and legal obligations

We do not sell, rent, or trade your personal information to third parties for their own marketing purposes.

8. Third-Party Service Providers

We may share your non-health website information with trusted third-party vendors who assist us in operating our website and digital communications, including:

- Acuity Scheduling — online appointment booking
- Zoom — telehealth video sessions (governed by a HIPAA BAA for clinical use)
- Web hosting and analytics providers
- Email marketing platforms (if applicable)

These vendors are contractually required to use your information only to perform services on our behalf and to maintain appropriate confidentiality. Vendors who access PHI in the course of providing services to our practice are governed by separate Business Associate Agreements (BAAs) under HIPAA.

9. Email Communications

If you subscribe to our email newsletter or marketing communications, you may opt out at any time by clicking the "Unsubscribe" link in any email or by contacting us at jean@advance-physicaltherapy.com. We will honor your opt-out request promptly.

Clinical communications sent through our Empower EMR patient portal — such as appointment reminders, after-visit summaries, or messages from your physical therapist — are governed by our HIPAA Notice of Privacy Practices, not this Website Privacy Policy.

10. State-Specific Privacy Rights

North Carolina Residents

North Carolina residents have rights under applicable state consumer protection and privacy laws. We collect and use your website information only for the purposes described in this policy and do not sell your personal information. If you have questions or concerns about how your information is handled, please contact us using the information in Section 13.

California Residents — California Consumer Privacy Act (CCPA) / California Privacy Rights Act (CPRA)

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA) as amended by the California Privacy Rights Act (CPRA), including:

- **Right to Know:** You may request that we disclose the categories and specific pieces of personal information we have collected about you through our website, the purposes for which it was collected, and any third parties with whom it was shared.
- **Right to Delete:** You may request that we delete personal information we have collected from you through our website, subject to certain legal exceptions.
- **Right to Correct:** You may request correction of inaccurate personal information we hold about you.
- **Right to Opt Out of Sale or Sharing:** We do not sell or share your personal information as defined under the CCPA/CPRA.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising any of your CCPA/CPRA rights.

To exercise your California privacy rights, please submit a verifiable consumer request by contacting us at jean@advance-physicaltherapy.com or by calling (919) 932-7266. We will respond to verified requests within 45 days as required by law.

Please note: PHI collected and maintained as part of your physical therapy care is exempt from the CCPA/CPRA and is governed exclusively by HIPAA and our Notice of Privacy Practices.

11. Links to Third-Party Websites

Our website may contain links to third-party websites, including Acuity Scheduling, Zoom, Yelp, insurance portals, and patient education resources. We are not responsible for the privacy practices or content of those sites. We encourage you to review the privacy policies of any third-party sites you visit.

12. Children's Privacy

Our website is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13 through our website. If you believe a child has submitted information through our Site, please contact us immediately and we will take prompt steps to remove it.

13. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect personal information collected through our website against unauthorized access, disclosure, alteration, or destruction. Our telehealth platform (Zoom for Healthcare) and our practice management system (Empower EMR) are HIPAA-compliant and operate under appropriate security standards for health information.

No method of internet transmission or electronic storage is 100% secure. While we strive to protect your information, we cannot guarantee absolute security. If you have reason to believe your interaction with us is no longer secure, please contact us immediately.

14. Changes to This Policy

We may update this Website Online Privacy Policy from time to time to reflect changes in our practices, technology, or applicable law. We will post the revised policy on our website with an updated effective date. We encourage you to review this policy periodically. Your continued use of our website after any changes constitutes acceptance of the updated policy.

15. Contact Us — Website Privacy Inquiries

For questions or concerns about this Website Online Privacy Policy, or to exercise your privacy rights:

Practice: Advance Physical Therapy

Legal Name: KJC Corp dba Advance Physical Therapy, Scoliosis and Postural Restoration Center

Privacy Contact: Jean Masse, Co-Owner

Address: 1709 Legion Road, Suite 100, Chapel Hill, NC 27517

Phone: (919) 932-7266

Email: jean@advance-physicaltherapy.com

Website: www.advance-physicaltherapy.com

For information about how we handle your protected health information as a patient, please refer to our separate HIPAA Notice of Privacy Practices, available at our office and upon request.